CONSUMER INTENTIONS

TO BUY OR RENOVATE A HOME

Calgary

A Look at Tomorrow's Customers Today

CMHC SCHL

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Canada

CONSUMER INTENTIONS TO BUY OR RENOVATE A HOME

A look at tomorrow's customers.... today

Calgary

November 1999

Canada Mortgage and Housing Corporation

Consumer intentions to buy or renovate a home in Calgary: a look at tomorrow's customers ... today.

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Custom tables and special analysis of the Calgary survey results can also be provided by CMHC. Should you have questions or comments on the content of this report, or wish to discuss the costs and timeframes for obtaining additional custom analysis of the results, contact Richard Corriveau, Market Analyst at (403) 515-3005.

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Overall highlights

Home purchase intentions: The Calgary market shows stronger demand this year

- About 16% of Calgary households are currently in the market to buy a home, an increase of 3% over last year.
- Some 9% of households are *ready to buy* now, while another 7% are *looking to buy*. This represents sales of potentially over 50,000 homes.

Buyers tend to be young, with moderate incomes

- Prospective home buyers mainly rent (59%), and are predominantly young (70% under 45) with moderate household incomes (over 70% under $80,000) and few children living at home (70% with no kids or a single child).
- Most prospective buyers are looking at pre-owned (60%), single-family detached (79%) homes under $200,000 (70%).
- Among those looking to buy, Northwest (27%) and Southwest Calgary (27%) are the most popular destinations.
- Most intenders are looking for homes between 1,200 and 2,000 square feet.
- While most consumers looking to buy pre-owned homes are considering a home under 1,600 sq. ft, those looking to buy new homes tend to be looking for something larger.
- The more prospective buyers intend to spend, the larger the home they intend to buy. Those who report they will spend over $250,000 are looking for homes over 2,000 sq. ft.. At the lower end of the market, those looking to spend under $125,000 intend to buy smaller homes, typically 1,200 sq. ft. or less.

Home renovation intentions: Almost half are planning renovations

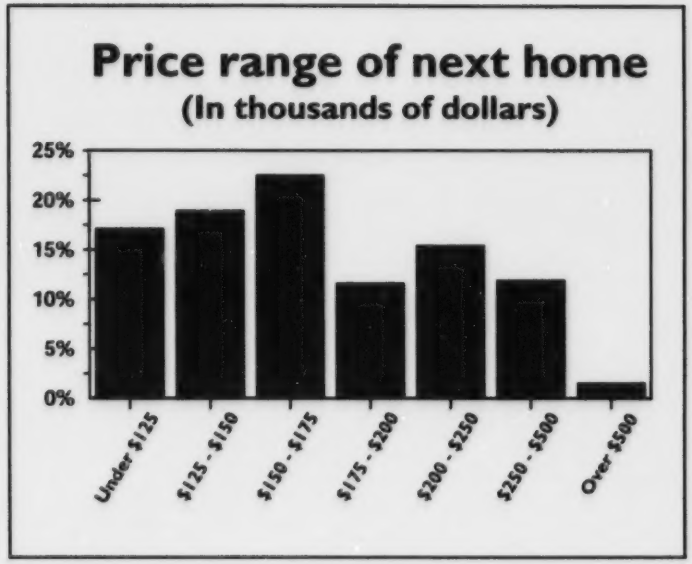
- Potentially, almost half (48%) of all homeowners will renovate in the next year. If all intenders proceed with their project(s), Calgary can look forward to $1.2 billion in renovation activity.
- Those living in Southeast Calgary are most likely to renovate. Those living in Central Calgary are least likely to renovate.

Prospective renovators are young, have moderate incomes, and have families

- Renovation intentions peak among those aged 35 to 44, with 59% of homeowners in this age bracket planning to renovate in the next year.
- Those with incomes between $60,000 and $100,000 make up well over half of potential renovators, despite making up only 31% of the population surveyed.

Overall highlights (continued)

- The larger the household, the higher the likelihood of renovating within the next year.
- Almost half of all intended renovation projects (44%) involve painting and wallpapering.
- Those *ready to renovate* are planning projects at the higher price range.



Part A - Home purchase intentions

Market segments

Synopsis

Calgary continues to show healthy local demand for housing. Strong economic growth, improving job prospects, relatively low mortgage rates, and continuing in-migration have encouraged many Calgarians to consider purchasing a home. Younger intenders are forming families and are keen to buy. Those who currently own are looking to move up in the market, taking advantage of price gains over the last few years. Meanwhile, in the face of high rents, those who rent are also eager to buy. Intenders who are a little older are seeking to take advantage of the job security and stability resulting from local economic prospects.

Over 50,000 Calgarian households plan to buy a home in the next year

Overall, about 16% of Calgary residents plan to purchase a home in the next year. About 9% of households are *ready to buy now* (strong intentions) and another 7% are *looking to buy* in the near future (moderate intentions). Across a population of 330,000 households, this represents about 30,000 households that are ready to buy a brand new or pre-owned home in the near future, and another 23,000 who are looking to buy in the medium term.

Home purchase intentions		
	(n)	(%)
Strong	255	9%
Moderate	216	7%
Not intending to buy	2,531	84%
Total	3,002	100%

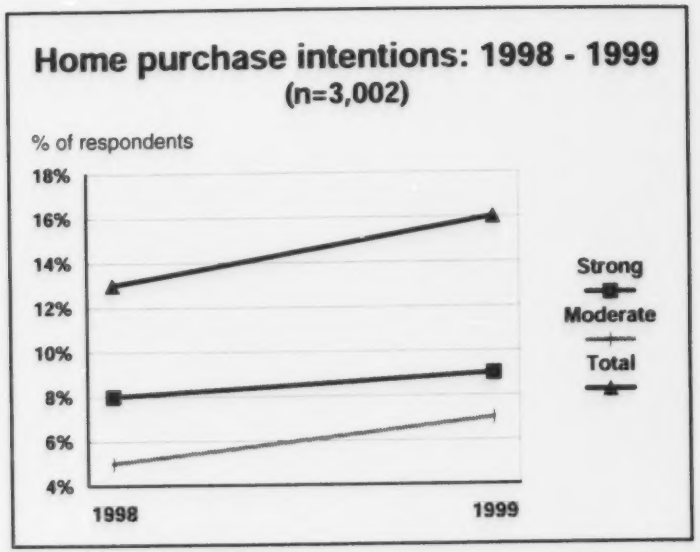
How do we define someone who intends to purchase?

Generally, households who are *ready to buy*, that is, those we judge to have *strong intentions*, state that they have a high (more than 50/50) chance of buying in the next 6 or 12 months, have a pre-approved mortgage *and* have engaged in some form of active search. By active search we mean using a Realtor, arranging a pre-approved mortgage, or visiting homes (new and pre-owned) for sale. Those *looking to buy* are households we judge to have more moderate intentions and report a 50/50 chance or less of buying in the next 6 or 12 months, but still say they are in the market for a home. (See Data Report for details).

Purchase intentions are up from last year

As noted above, about 16% of Calgary residents are either ready to buy (actively searching for a home) or are looking to buy (actively planning a home purchase) in the next year.

In the closing months of 1999, about 9% of households are ready to buy now (strong intentions) and 7% are looking to buy in the near future (moderate intentions). This represents an increase from last year when approximately 13% were intending to buy, with 8% being ready to buy and 5% looking.



A note of caution in these results

While the total number of households intending to purchase a home has shown a welcome increase, builders still have their work cut out for them. Improved consumer sentiment is most evident among those with moderate intentions (i.e., those who are looking to buy). Because this group is further away from the decision to purchase than those who are ready to buy, strong service commitments will be needed to convince hesitant intenders to act. With improvements expected in the economy, there is certainly a potential to increase the desire to purchase.

Intentions to buy are strongest among residents currently living in East Calgary

Residents in Northeast and East Calgary are the most likely to be in the market in the coming year.

Almost 20% of residents in each of these two areas of the city intend to buy a home in the coming year. Some 10% or more of residents in these areas are *ready to buy.*

Residents of Central Calgary are also more likely to be in the market for a home in the coming year. Some 10% are intending to buy and 9% are *ready to buy.*

Residents of Southeast Calgary express the lowest willingness to buy a home in the coming year. Fewer than 11% will be in the market over the next year, and only 4% are *ready to buy.* In fact, the Southeast is one of only two areas (the other being the West) where moderate intenders outnumber those with strong intentions.

Readers are reminded that this represents the current area in which residents live and *not* the area in which they intend to buy.

Location of intender by strength of intentions

	Strong	Moderate	Non-Intender
Total Sample (n=3,002)	9%	7%	84%
Northeast (n=378)	12%	7%	81%
East (n=236)	10%	9%	81%
Central (n=628)	9%	10%	82%
North (n=284)	9%	6%	85%
Northwest (n=346)	8%	6%	86%
South (n=573)	8%	5%	86%
West (n=196)	7%	10%	84%
Southeast (n=103)	4%	7%	89%
Other (n=176)	7%	5%	88%

Note: Totals may not sum to 100% due to rounding. In this and other tables, (n) represents the number of observations.

Who will buy? Characteristics of home purchase intenders

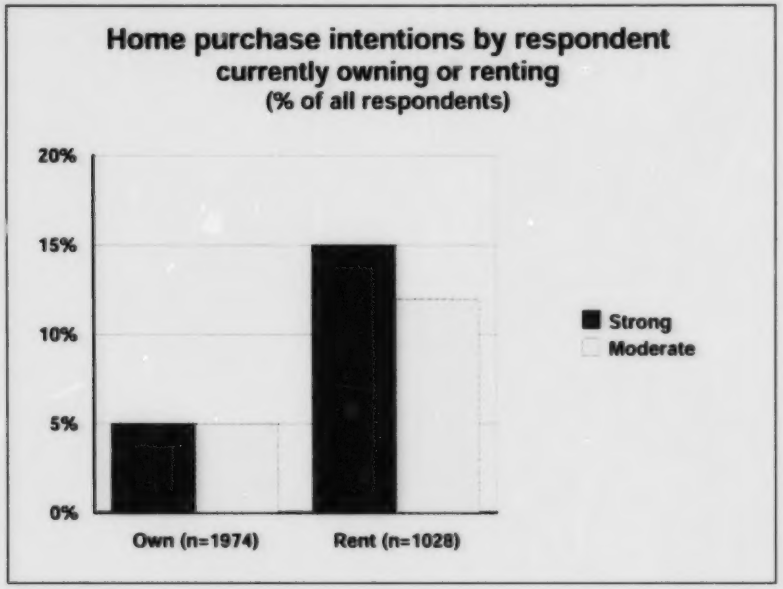
Renters are more likely to be in the market than those who currently own

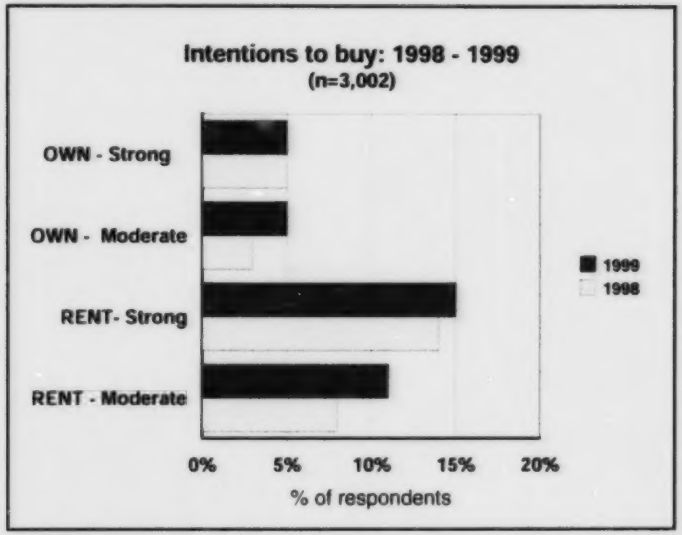
Well over half (59%) of those who intend to make a home purchase currently rent their existing dwelling. In fact, among intenders, renters outnumber those who already own a home by 15 percentage points.

The strength of purchase intentions among renters reflects the increasingly high rental rates in Calgary. Renters are typically younger and have never owned a home. With many rental costs now approaching the cost of home ownership, renters (especially first-time home buyers) may be deciding to make a move. A variety of government programs are increasingly helping buyers make their first home purchase.

Renters have traditionally held the highest demand for home purchases. This year's numbers are consistent with 1998, when the survey found a similar 60-40 split among purchase intentions between renters and owners.

The growth in home buyer intenders comes primarily from households who are currently renting their homes.





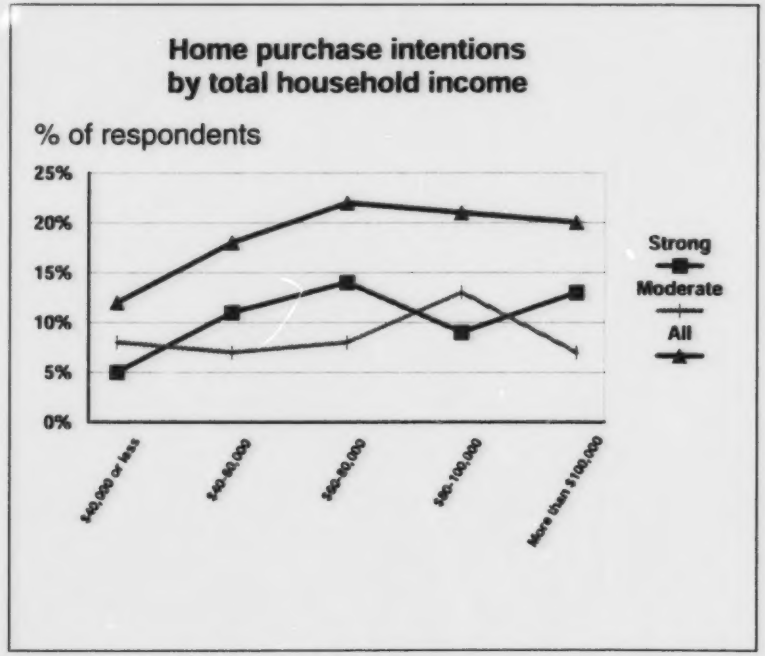
Three quarters of home purchase intenders are at income levels between $20,000 and $80,000

Those with moderate household incomes make up the lion's share of home purchase intenders. Overall, 71% of home purchase intenders have household incomes between $20,000 and $80,000.

This distribution is comparable to the 1998 Intentions to Buy or Renovate results, where 76% of all home purchase intenders held a household income under $80,000.

Intentions to purchase a home increase with income and peak among those with a household income of $60,000 to $80,000. This same group contains the most intenders, with 14% reporting that they are *ready to buy.*

Intentions drop slightly among those in higher income groups.



Younger households set the pace for the housing market

Home purchase intenders have a youthful profile. About 70% are under age 45, and over 90% under age 55.

- Relative to other age groups, those between 25 and 34 years of age are most likely to be in the market for a home, with 25% reporting intentions to buy. This is also the group most likely to be *ready to buy* (14%).

- After age 55, intentions to buy a home decline. Only 9% of those aged 55 to 64 intend to buy, while only 3% of those 65 years of age and over are in the market for a home.

The age profile of home purchase intenders is consistent with the analysis by income and housing tenure (owners/renters). Much of the demand for housing comes from younger families who move from a rented accommodation into their first home as their household finances progress sufficiently.

Strength of home purchase intentions by age

	18 - 24 (n=157)	25 - 34 (n=665)	35 - 44 (n=789)	45 - 54 (n=528)	55 - 64 (n=326)	65 and over (n=425)	Total (n=2,890)
Strong	8%	14%	10%	10%	6%	1%	9%
Moderate	10%	11%	9%	6%	4%	2%	7%
Non-intender	83%	75%	82%	84%	91%	97%	84%

Note: Totals may not sum to 100% due to rounding

Demand is spurred by households both with and without children

Examining housing demand by household composition further confirms that interest in purchasing a home (whether new or pre-owned) is predominantly coming from younger, newer families.

- Households without children under the age of 18 account for 60% of those who intend to purchase a home.
- Single-person households and couples combine for over 54% of prospective home buyers.

Among households of various sizes, intentions to buy appear to be relatively higher for two- and three-person households. Most of the increase is due to a higher proportion of intenders who are looking to buy in these households compared to single- and four-person (plus) households.

By contrast, whether households include children under 18 does not appear to influence the strength of their intentions to buy.

Strength of home purchase intentions by household composition

	Number of household members				Children under 18		
	1 member (n=683)	2 members (n=922)	3 members (n=479)	4 or more- (n=883)	Yes (n=1880)	No (n=1084)	Total (n=2967)
Strong	8%	9%	9%	8%	9%	9%	9%
Moderate	6%	8%	8%	7%	8%	7%	7%
Non-intender	86%	83%	83%	85%	83%	85%	84%

Note: Totals may not sum to 100% due to rounding

Most are looking to upgrade their home

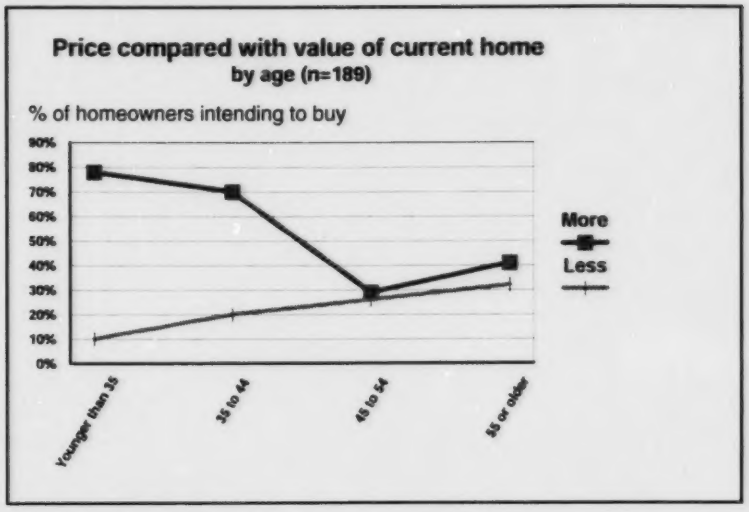
Of prospective buyers who currently own, just under 60% will move into a dwelling that exceeds the value of their current home.

- Those seeking to move down in the market tend to be older. For example, while 79% of those looking to move up are *under* age 45, more than half of those looking to move down (53%) are *over* age 45.

- In the same vein, 75% of those looking to move down come from households with no children. Combined with their higher age, this likely represents families where children have moved out and parents are looking to settle into more manageable living quarters.

- Most prospective upgraders (55%) intend to buy in an established neighbourhood, while 34% prefer a new subdivision or development.

Price compared with value of current home		
Will spend...	(n)	(%)
More	112	58%
About the same	40	21%
Less	40	21%
Total	192	100%
Note: Total may not add to 100% due to rounding.		



West Calgary is a popular destination for prospective buyers

The Northwest and Southwest sectors of the city are the most popular destinations for those looking to buy a home. Of all those looking to buy, a third would settle in the Northwest and a quarter would choose the Southwest.

In several areas, a greater number plan to move up in terms of the value of their new home compared with their existing home.

- Over 80% of those planning to move to the Southeast will spend more on their home than the one they currently own. Some 70% will do so in the North, and 62% expect to move-up in the Northeast.

- Those looking to move down in the market are spread throughout the city. However, those considering the Central, West, or North sectors of Calgary are more likely to be considering a lower-priced home.

- That a majority of prospective buyers interested in the Northeast are expecting to move up suggests many of these intenders now live in this area. The Northeast is a relatively low priced section of the city -- to move up in the market and still move into the Northeast means that buyers are already starting from low priced homes.

- The survey's prospective destinations compare favorably to recent construction activity for many areas. To the end of September 1999, the Northwest sector had recorded 28% of all single-detached construction, while the Northeast and Southeast sectors had both recorded 12%. Only the North and Southwest sectors' construction activity diverges from buyers' intentions, with each recording 17% of single-family construction to date in 1999.

Next home purchase relative to current home by community

	Northwest	Northeast	North	Central	Southeast	Southwest	East	West	Other	Total
More	59%	62%	70%	51%	82%	53%	44%	54%	45%	59%
Same	15%	29%	-	16%	14%	24%	56%	16%	33%	20%
Less	27%	9%	30%	32%	4%	23%	-	31%	23%	21%
All intenders	31%	10%	4%	5%	12%	25%	1%	3%	9%	100%

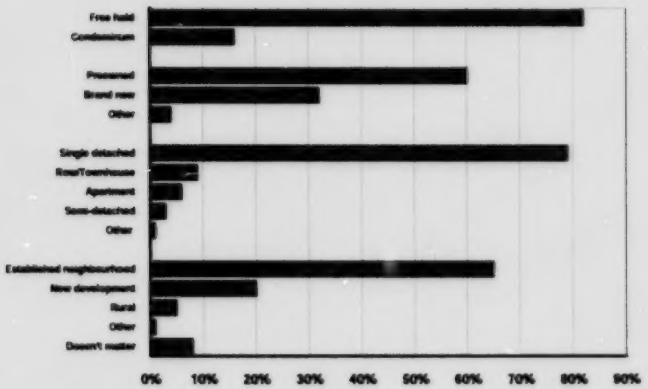
What are buyers looking for? An overview

To gauge buyer preferences, the survey reviews a comprehensive list of attributes that buyers may wish to have in their home. These attributes include price, dwelling type, size, and other important housing characteristics.

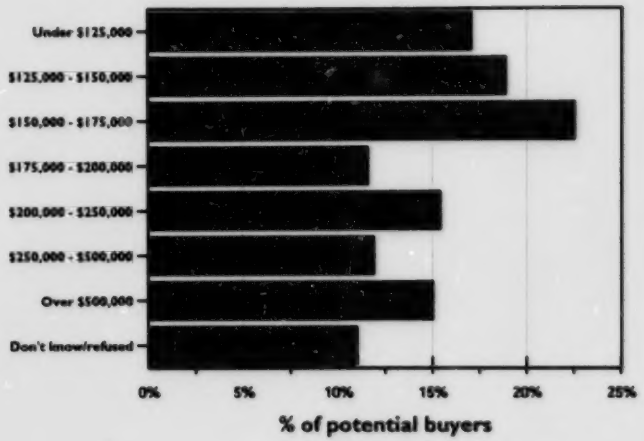
- Most prospective buyers (59%) are looking for homes under $175,000. To the end of September 1999, this price range accounts for an identical 59% of all homes sold (new and pre-owned, single and multi-family) in Calgary this year.
- Typically, buyers are looking at more expensive homes than their current dwelling.
- Almost two-thirds (65%) would buy in an established neighbourhood.
- While the majority are looking for a freehold arrangement, some 16% are looking for a condominium.

Readers should remember that income, household size, and number of children in the home simultaneously determine housing preferences.

Profile of home preferences
(n=471)



Price range of home sought



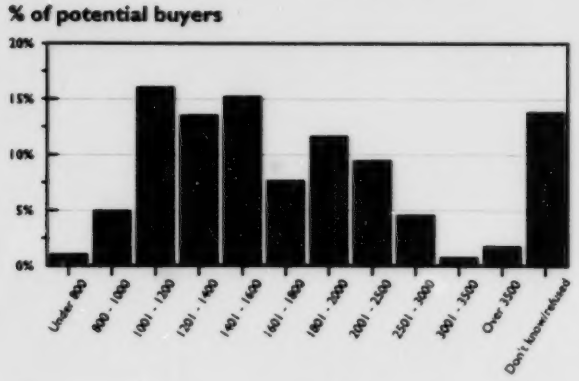
What are buyers looking for? (continued)

Size expectations are moderate, with over 75% of those with a preference saying their home would be under 1,800 square feet.

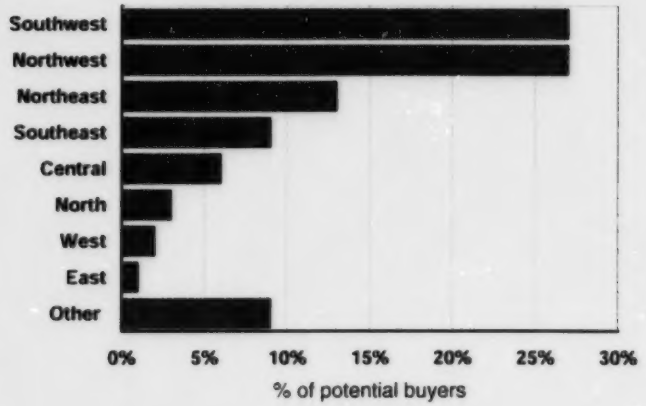
Potential home buyers are most interested in Northwest or Southwest Calgary. Over half of the intenders are most likely to buy in these two areas of the city.

Strength of intention to buy does not vary by area of the city in which they most likely will purchase a home.

Size of home sought (sq ft)



Area of city most likely buy home (n=471)



Intention to buy by community in which most likely to buy

	Northwest Calgary (n=126)	Northeast Calgary (n=59)	North Calgary (n=13)	Central Calgary (n=30)	Southeast Calgary (n=42)	Southwest Calgary (n=128)	East Calgary (n=5)	West Calgary (n=10)	Other (n=32)	Total (n=454)
Strong	52%	51%	56%	56%	54%	55%	61%	63%	48%	54%
Moderate	48%	49%	44%	44%	46%	46%	39%	38%	42%	45%

The price dimension ...

Most buyers are interested in homes under $200,000

Overall, most prospective buyers (71%) are seeking a moderately-priced home under $200,000. These expectations seem realistic.

- Market data indicate that 76% of all single-family resale homes purchased in 1999 to the end of September fall below $200,000, while 93% of resale condominiums fall in this price range.
- Meanwhile, 63% of new single and semi-detached units are priced below $200,000, compared to 92% of new row and apartment condominiums.
- Of those *ready to buy*, 15% would seek a home over the $250,000 mark. Only 12% of those *looking to buy* are seeking a home in this price range.
- This price range represents 16% of all new homes (singles and multiples combined) absorbed to the end of September. In comparison, only 9% of all resale homes sold in Calgary during this period exceeded $250,000.

These numbers are mainly unchanged from last year. In 1998, 73% of prospective buyers preferred a home under $200,000.

Readiness to buy appears strongest in two price ranges: those seeking a home in the $125,000 to $150,000 and those seeking a home over $250,000 are most likely to be ready to buy. By contrast, we find that those looking for a home in the $175,000 to $200,000 range are least likely to be ready to buy.

Strength of home purchase intentions by price of house sought

	Under $125,000 (n=81)	$125-150,000 (n=89)	$150-175,000 (n=106)	$175-$200,00 (n=55)	$200-250,000 (n=72)	Over $250,000 (n=63)	Total (n=466)
Strong (Ready to Buy)	47%	61%	58%	38%	55%	59%	54%
Moderate (Looking to Buy)	53%	39%	42%	62%	45%	41%	46%

Note: Totals may not add to 100% due to rounding.

The segmentation of the market is evident by household income

Most respondents with an annual income below $40,000 are looking for homes under $175,000, with over one-third looking to buy under $125,000. Given conventional or insured mortgage practices, these respondents would need significant amounts of equity to finance these homes. Still, even with recent interest rate increases, the current rental market squeeze in Calgary may encourage households in this income bracket to choose home ownership.

- Prospective buyers in the $40,000 - $60,000 income bracket are looking at homes between $125,000 and $175,000. Those with household incomes between $60,000 and $80,000 are considering homes in the $150,000 - $250,000 range, with 14% looking at homes over $250,000.

- Not surprisingly, respondents with annual incomes over $200,000 are interested in the most expensive price range, with 17% in this group reporting interest in homes over $500,000. Still, 16% of this group is interested in homes under $175,000. This may reflect an interest in upper scale condominiums or older couples looking to move down in the market.

- Relative to last year's results, the 1999 survey demonstrates an increased interest in higher-priced homes. For instance, within the broad $60,000 and over household income bracket, the proportion of respondents wanting a home in the $200,000 to $250,000 range roughly doubled to 30%. Interest in $250,000 to $500,000 homes also rose sharply.

Price of home sought by total household income

	Under $ 40,000 (n=114)	$ 40,000-60,000 (n=124)	$ 60,000-80,000 (n=87)	$ 80,000-100,000 (n=46)	$100,000-200,000 (n=44)	$200,000 or more (n=14)	Total (n=429)
Under $125,000	34%	20%	7%	3%	10%	-	17%
$125,000 - 150,000	25%	28%	9%	9%	3%	9%	18%
$150,000 - 175,000	22%	32%	29%	13%	10%	7%	24%
$175,000 - 200,000	8%	7%	14%	31%	4%	8%	11%
$200,000 - 250,000	4%	8%	28%	32%	29%	-	16%
$250,000 - 500,000	5%	3%	14%	12%	38%	54%	12%
Over $500,000	1%	2%	-	-	3%	17%	1%
Don't know/refused	-	-	-	-	3%	5%	1%

Note: Totals may not add to 100% due to rounding.

Pre-owned homes under $175,000 are in high demand

Of all those intending to purchase a home, 40% would prefer that it be pre-owned and under $175,000. This desire is consistent with recent trends: 44% of all homes sold under $175,000 to the end of September 1999 (new and resale, single and multi-family) were pre-owned.

Despite the preference for pre-owned homes, new dwellings command a premium in the market. Of prospective buyers interested in buying a brand new home, 55% would pay more than $175,000.

- Market data indicate that 54% of all new homes absorbed in the first nine months of 1999 exceeded $175,000.

Meanwhile, 19% of prospective brand new homebuyers would pay more than $250,000.

- 16% of all new homes absorbed to date exceeded $250,000.

The expected price for new homes is in contrast to the market for a pre-owned home. Two-thirds of these prospective buyers state intentions to buy a home under $175,000. Meanwhile, only 10% of those interested in a pre-owned home would pay more than $250,000.

Price of home sought by type of house (new/pre-owned)

	New (n=153)	Pre-owned (n=283)	Other (n=17)	Total (n=453)
Under $125,000	6%	23%	9%	17%
$125,000 - 150,000	18%	20%	11%	19%
$150,000 - 175,000	20%	24%	16%	23%
$175,000 - 200,000	14%	11%	11%	12%
$200,000 - 250,000	22%	12%	20%	15%
$250,000 - 500,000	17%	9%	18%	12%
Over $500,000	2%	1%	7%	1%
Don't know/refused	1%	<1%	8%	1%

Note: Totals may not add to 100% due to rounding.

Homes may go for a premium in high-demand communities

More than 50% of all intenders indicate that they would settle in Northwest or Southwest Calgary. Respondents seem to acknowledge that competition is tight in these areas, and they may be willing to pay a premium to move there.

- For example, 34% of those intending to buy in the Northwest would pay more than $200,000 for a home, while 33% intending to buy in the Southwest would pay more than $200,000.
- Overall, only 29% of respondents would pay more than $200,000 for a home.
- The largest markets for homes over $200,000 are in the West, Northwest, and Southwest sectors of Calgary.
- West Calgary is attractive to intenders who wish to spend less than $125,000.
- About half of those intent on Northeast, North, East, and Central sectors will be looking for homes under $150,000.

Price of home sought by community in which most likely to buy

	Northwest Calgary (n=126)	Northeast Calgary (n=59)	North Calgary (n=13)	Central Calgary (n=30)	Southeast Calgary (n=42)	Southwest Calgary (n=128)	East Calgary (n=5)	West Calgary (n=10)	Other (n=41)	Total (n=454)
Under $125,000	12%	25%	27%	16%	24%	11%	39%	36%	26%	17%
$125,000 - 150,000	18%	29%	21%	32%	11%	16%	22%	-	15%	19%
$150,000 - 175,000	23%	25%	32%	14%	27%	24%	-	12%	11%	22%
$175,000 - 200,000	10%	8%	-	13%	12%	16%	40%	9%	9%	12%
$200,000 - 250,000	18%	10%	12%	7%	14%	18%	-	9%	18%	15%
$250,000 - 500,000	16%	1%	9%	14%	11%	14%	-	34%	9%	12%
Over $500,000	-	2%	-	4%	2%	-	-	-	7%	2%
Don't know/refused	2%	-	-	-	-	-	-	-	5%	1%

Note: Totals may not add to 100% due to rounding.

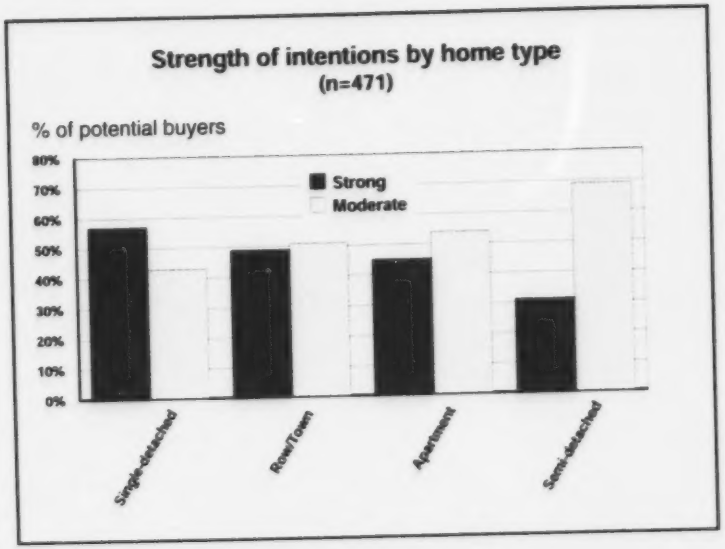
What are buyers looking for? Housing types

More than half of prospective buyers are looking at pre-owned, single-family homes

Among those who expect to buy a single-detached home, 57% are *ready to buy*. Comparatively, fewer than half of those looking for a row, townhouse, or apartment are ready to buy, as are 30% of those looking for a semi-detached home.

Among those who intend to purchase in the next year (strong and moderate intenders), 59% prefer that their home be pre-owned. This is much less than recent actual market activity, as 68% of all homes sold in 1999 to the end of September were pre-owned.

A large majority of consumers are looking at single-detached homes. While the market is dominated by those intending to purchase pre-owned single-detached units (48%), about 25% of prospective buyers want their single-detached home to be new. Under "other" types of homes, consumers expressed interest in a broad range of structure types, including townhouses/duplexes, trailers, homes on acreages, etc.



Type of home considering buying		
	(n)	(%)
Pre-owned		
Pre-owned single	226	48%
Pre-owned row/duplex	36	8%
Pre-owned apartment	13	3%
New		
New Single	119	25%
New row/duplex	17	4%
New apartment	12	3%
Other	20	4%
Don't know/refused	28	6%
Note: Totals may not add to 100% due to rounding		

Interest in new homes rises with income

As household income increases, so does interest in new single-family homes.

- With the exception of the $100,000-$200,000 household income category, interest in new, single family homes increases with each consecutive income level.
- Among prospective buyers with household incomes over $200,000, more than half (56%) indicate they would move into a new home (though this is based on a small sample of 14 respondents).

Interest in other dwelling types tends to rise as household income drops.

- Among those households earning $40,000 or less per year, more than one-quarter of respondents are interested in other types of dwellings. Among these, 15% cite a row, townhouse, or duplex as their choice, though only 4% prefer it to be new.

Type of home sought by total household income							
	$40,000 or less (n=114)	$ 40,000-60,000 (n=124)	$ 60,000-80,000 (n=87)	$ 80,000-100,000 (n=46)	Over $100,000 (n=58)	$200,000 or more (n=14)	Total (n=429)
New single-family	19%	27%	29%	30%	21%	56%	26%
Pre-owned single-family	52%	51%	49%	39%	38%	38%	48%
New duplex/row/townhouse	4%	2%	3%	4%	5%	6%	3%
Pre-owned duplex/row/town	11%	8%	3%	11%	8%	-	8%
New apartment	2%	4%	2%	-	7%	-	3%
Pre-owned apartment	4%	2%	3%	-	3%	-	3%
Other type of home	3%	4%	2%	8%	16%	-	5%
Don't know/refused	4%	3%	9%	8%	3%	-	5%

Larger households are more interested in single family dwellings

Almost 90% of respondents with large families are interested in a single-family home, whether new (30%) or pre-owned (59%). Interest in a single-detached home declines with the size of the family. Some 70% of two- or three-person households are interested in detached houses, as are fewer than 60% of one-person households.

The market for new single-detached homes increases with household size, as 30% of households with four or more members are interested in this type of home.

Single- and two-person households have a higher interest in apartment and/or condominium living than other groups. Single persons are also generally more interested in the "other" types of homes (trailers, townhouses, duplexes, etc.).

The presence of children at home has roughly the same effect on purchase intentions as having a large household.

- 86% of families with children under 18 are interested in a single-family dwelling.
- Meanwhile, 64% of families without children are interested in a single-detached dwelling. This group also tends to be more interested in row houses, townhouses, duplexes and apartments than are households with children.

Type of home sought by household size and children in household

	Household size				Children under 18 in household		Total (n=469)
	1 (n=93)	2 (n=159)	3 (n=80)	4 or more (n=137)	Yes (n=186)	No (n=283)	
New single	18%	25%	25%	30%	26%	24%	25%
Pre-owned single	39%	46%	44%	59%	60%	40%	48%
New row/duplex	5%	5%	4%	-	1%	5%	4%
Pre-owned row/duplex	10%	11%	9%	1%	4%	10%	8%
New apartment	6%	3%	2%	<1%	<1%	4%	3%
Pre-owned apartment	6%	3%	-	2%	-	5%	3%
Other	5%	3%	7%	4%	3%	5%	4%
Don't know/refused	10%	5%	8%	4%	5%	7%	6%

Note: Totals may not add to 100% due to rounding.

Housing preference differs by neighbourhood

Not surprisingly, preference for a specific house-type correlates strongly with preferences for specific neighbourhoods.

- Two-thirds of those who prefer to buy in a new subdivision also indicate a preference for a new single-family home.
- Prospective buyers who would settle in established neighbourhoods prefer a pre-owned single family home (63%), while 12% indicate a preference for a pre-owned row house or duplex.

Type of home sought by type of neighbourhood preferred

	New subdivision/ development (n=94)	Established neighbourhood (n=306)	Other (n=36)	Total (n=436)
New single	67%	10%	40%	25%
Pre-owned single	12%	63%	31%	50%
New row/duplex	7%	3%	-	3%
Pre-owned row/duplex	-	12%	-	8%
New apt/condo	5%	2%	3%	3%
Pre-owned apt/condo	1%	4%	-	3%
Other	6%	2%	20%	4%
Don't know/refused	2%	5%	6%	4%

Note: Total may not add to 100% due to rounding.

What are buyers looking for? Home size

The size of home desired increases with the price range consumers are considering

- Those who report they will spend over $250,000, are looking for homes with over 2,000 sq. ft. and a substantial number are considering homes over 2,500 sq. ft.
- Those looking to spend between $200,000 and $250,000 on a home, are considering something that is over 1,600 sq. ft., with most wanting between 1,600 and 2,000 sq. ft.
- At the lower end of the market, those looking to spend under $125,000 intend to buy smaller homes, typically 1,200 sq. ft, or less. While the market for homes in the mid-price range of $125,000 to $175,000 tends to be between 1,200 and 1,800 sq. ft.
- While most consumers looking to buy pre-owned home are considering a home under 1,600 sq. ft., those looking to buy brand new homes tend to be looking for something larger (about half will buy a home over 1,600 sq, ft.).

Size of home sought (in square feet) by price range

	Under $125,000 (n=81)	$125,000-150,000 (n=89)	$150,000-$175,000 (n=106)	$175,000-200,000 (n=55)	$200,000-$250,000 (n=72)	Over $250,000 (n=63)	Total (n=466)
Under 1000	15%	9%	4%	-	1%	5%	6%
1001 - 1200	33%	20%	20%	7%	7%	3%	17%
1201 - 1400	14%	12%	20%	14%	11%	5%	13%
1401 - 1600	3%	23%	21%	21%	11%	13%	15%
1601 - 1800	2%	5%	7%	18%	16%	2%	8%
1801 - 2000	5%	7%	10%	15%	24%	13%	12%
2001 - 2500	3%	1%	3%	7%	19%	32%	10%
2501 - 3000	2%	1%	3%	4%	5%	16%	4%
3001 - 3500	-	-	-	1%	1%	3%	1%
Over 3500	-	1%	1%	3%	2%	5%	2%
Don't know/refused	24%	21%	12%	10%	5%	6%	14%

Note: Total may not add to 100% due to rounding.

As with price, household income tends to segment the market for size of home

Those in the lower income groups tend to want smaller homes. Those earning under $40,000 annually are looking to buy something under 1,400 sq. ft., while those earning $40,000 to 80,000 annually tend to be looking for something slightly bigger, typically between 1,200 and 1,600 sq. ft.

Larger homes are associated with higher incomes. Those earning between $80,000 and $100,000 are typically looking for a home over 1,600 sq. ft., while those earning over $100,000 are in the market for homes over 1,800 sq. ft.

Size of home being considered (in square feet) by total household income

	Under $40,000 (n=114)	$40,000-60,000 (n=124)	$60,000-80,000 (n=87)	$80,000-100,000 (n=46)	Over $100,000 (n=58)	Total (n=429)
Under 1,200	30%	26%	19%	12%	10%	21%
1201 - 1400	17%	15%	16%	5%	2%	13%
1401 - 1600	7%	16%	25%	20%	12%	15%
1601 - 2000	14%	18%	16%	36%	32%	20%
2001 - 2500	31%	6%	4%	13%	19%	9%
Over 2,500	3%	6%	4%	13%	14%	7%
Don't know/refused	24%	16%	11%	-	8%	14%

Note: Total may not add to 100% due to rounding.

Preferred home sizes fluctuate throughout the city

Buyers looking in Central, North, and Northeast Calgary are more in the market for smaller homes typically under 1,400 square feet.

Buyers looking for larger homes (over 1,800 sq. ft.) tend to be looking in East, Southeast, and West Calgary.

Size of home sought (in square feet) by preferred community

	Northwest Calgary (n=126)	Northeast Calgary (n=59)	North Calgary (n=13)	Central Calgary (n=30)	Southeast Calgary (n=42)	Southwest Calgary (n=128)	East Calgary (n=5)	West Calgary (n=10)	Other (n=41)	Total (n=454)
Under 1200	14%	22%	22%	35%	22%	15%	-	34%	29%	22%
1201 - 1400	16%	19%	25%	6%	10%	11%	17%	-	10%	13%
1401 - 1600	21%	12%	6%	8%	12%	18%	43%	9%	9%	16%
1601 - 2000	20%	17%	11%	25%	22%	20%	-	7%	26%	19%
2001 - 2500	11%	8%	7%	3%	17%	7%	14%	18%	14%	10%
Over 2500	6%	1%	9%	5%	5%	10%	26%	9%	8%	8%
Don't know/refused	12%	21%	16%	18%	13%	10%	-	24%	16%	13%

Note: Totals may not add to 100% due to rounding.

What factors could influence home purchase intentions?

Economic factors are the primary reason for delaying a home purchase

More than half of prospective home buyers (60%) report that economic factors would cause them to delay their home purchase. For example, 20% would delay their purchase if their personal finances deteriorated, while 30% would delay if there was a change in a household job situation. These economic factors are far less important this year than in the 1998 survey.

- About one-quarter (27%) stated that housing market conditions may delay their home purchase.
- A few mentioned that a poor price (6%) or difficulty selling their existing home (7%) would discourage them.

Slightly more (7%) fear that high housing prices may prevent their purchase.

Personal factors intrinsic to the household also may impede home purchase. For example, about 2% cited a death or illness in the family as a reason that this might delay their purchase.

Most interesting are the 6% stating that nothing would delay their purchase. These are households in the final stages of searching.

This analysis indicates that economic factors, largely beyond the control of the household (such as loss of employment) pose the most important threats to consumers looking for homes

Circumstances that would delay purchase (n=181)		
	(n)	(%)
Economic	**108**	**60%**
Change in household job situation	54	30%
Change in household financial situation	36	20%
Interest rates	14	8%
Refusal of credit/Need more credit	4	2%
Housing market	**48**	**27%**
Cannot find the right home/right location	22	11%
Home prices too expensive	13	7%
Cannot sell existing home	10	6%
Poor price for existing home	3	2%
Personal	**9**	**5%**
Develop health/mobility problems	3	2%
Just bought a home	2	1%
Death/Death of family member	2	1%
No longer need to move	1	%
Renovate existing home	1	%
Other delay factors	43	24%
Nothing	11	6%
Don't know/refused	14	8%
Note: Totals may not add to 100% due to multiple response		

Barriers to home purchase tend not to change with higher incomes

It may seem reasonable to suppose that higher incomes remove uncertainty about purchasing another home. However, this is not the case. As income rises, roughly the same percentage of respondents cite "economic factors" as potentially delaying a home purchase.

For example, 54% of those with annual household incomes between $20,000 and $40,000 state that this would delay their purchase. This rises to 55% for those with incomes between $60,000 and $80,000 and drops slightly again to 54% for those with incomes over $100,000.

This confirms how economic factors that affect household income especially employment, have a direct impact on the housing market.

For middle-income groups, concerns over housing market conditions are important. For example, over a quarter of those between $40,000 and $200,000 noted that some condition in the housing market (e.g., rising prices, difficulty selling a home, etc.) could cause them to delay their purchase.

Couples tend to be less affected by economic reversal in their purchase intentions

A change in financial or job situations typically will defer purchase plans for all sized households. Between 48% and 60% of respondents say economic factors are the most important deterrent to a home purchase.

Couples (family size of two persons) appear to feel less threatened by adversity in the job market, and only 49% indicated that this would cause them to delay their purchase. This probably reflects the fact that both household members may be able to work full-time, so that a job loss by one is less problematic than where only one head has a full-time job. The dual income, no children households appear to be a prime market for new homes in Calgary.

Renters are more likely to defer home purchase plans

Renters typically have lower savings, no equity in an existing home, little experience with ownership, and lower incomes. Not surprisingly, 65% of renters indicated that a reversal in financial and/or job status would cause them to defer their purchase plans.

Those not currently in the housing market can be induced to enter under certain conditions

Most respondents interviewed for this survey do not intend to purchase in the next 12 months. Under certain conditions however, many may be prepared to enter the market.

- Almost half of respondents with household incomes less than $40,000 per year state that a favourable change in their financial or job situation would prompt them to look for a home.
- Only 31% of those in higher income brackets could be induced to look for a home by a change in financial/employment situation.
- Approximately 5% of respondents stated that if they found the right home, they would consider purchasing. This illustrates that some homeowners are not completely satisfied with their present accommodation, though the shortcomings are not severe enough to prompt a formal search.

Circumstances might consider buying a home (n=2184)		
	(n)	(%)
Economic	**869**	**40%**
Change in household financial situation	585	27%
Change in household job situation	206	9%
Win lottery/Other windfall	59	3%
Interest rates	19	0%
Housing market	**326**	**15%**
Found the right home/location	118	5%
Home prices dropped	77	4%
Good price on existing home	58	3%
Relocating/Moving (unspecified)	38	2%
Deterioration of existing home	35	2%
Personal	**1079**	**49%**
Never moving again/Nothing	734	34%
Develop health/mobility problems	72	3%
Just bought a home	58	3%
Kids moved back/moved away	50	2%
Increase/decrease in family	35	2%
Graduate/finish school	30	1%
Get married	20	1%
Loss of present home/Disaster	17	1%
Retirement of self/spouse	17	1%
Changes/Deterioration of neighbourhood	17	1%
If downsizing	12	<1%
Proper timing/Too young/Future purchase	9	<1%
Lifestyle change (unspecified)	5	<1%
Cannot afford/No money/Need money	3	<1%
Other reconsideration factors	380	17%
Don't know/refused	85	4%
Note: Totals may not add to 100% due to multiple response		

Summary on home purchase intentions

Demand for home purchases is up over last year

- About 16% of Calgary households are currently in the market to buy a home, an increase of 3% over last year.
- Some 9% of households are *ready to buy* now, while another 7% are *looking to buy.*
- These numbers indicate that up to 53,000 households could buy a home in the next year.

Prospective buyers are young, with moderate annual incomes and few children

- 59% of prospective home buyers rent their existing home.
- Prospective buyers are predominantly young -- 70% are under age 45, and 90% are under age 55.
- 70% of prospective home buyers have annual household incomes under $80,000.
- Those who intend to buy have small families -- 70% have no kids or a single child under 18 living at home.

Most intend to buy pre-owned, single-family dwellings

- Most prospective buyers are looking at pre-owned homes (60%).
- More than three-quarters (78%) of prospective buyers are looking for single-family detached homes.
- Most prospective buyers seek homes priced under $200,000 (71%).
- Among those looking to buy, Northwest (31%) and Southwest Calgary (25%) are the most popular destinations.

Economic factors play a central role in the decision to buy or not to buy

- 60% of prospective home buyers would delay their home purchase if they experienced a change in their household's economic circumstances.
- On the other hand, 40% of those who expressed no intention to buy could be induced into the market if their household finances changed.

Part B: Home renovation intentions

Key market statistics

Synopsis

Slightly less than half of all homeowners (943 out of 1,972 interviewed) reported plans to renovate their homes in the next year. (This represents over 30% of all respondents, but it should be remembered that those currently renting were not asked about their renovation intentions.)

Almost 20% of these are ready to renovate immediately (strong intentions), while the others have medium-term plans. Renovation projects vary from the cosmetic to the extensive. For example, 44% of all intended renovations are interior decorating (painting and wallpapering). Meanwhile, 11% of renovators will work on kitchens, 16% will work on bathrooms, and 28% will undertake carpeting and flooring projects. Almost one-quarter of renovators are planning major projects such as conversions of basements or attic space, or the building of additions.

While homeowner "sweat equity" will be used for smaller projects and by lower income households, 25% of all prospective renovators reported that they will spend more than $5,000 on their projects. Among this group, many will use trades and contractors.

How we defined someone who intends to renovate

Someone who is *ready to renovate* (strong intender) stated that they had a high chance that they would renovate their home in the next six months *and* had completed one pre-renovation activity (such as talking to a contractor or building materials supplier). Those *thinking about renovation* stated that they had a high chance of renovating in the next 12 months and some pre-renovation activity. A *possible/potential renovator* offered various other combinations of intentions (but no pre-renovation activity). A *non-intender* stated they had no intentions to renovate.

Renovation intentions

	(n)	(%)
Strong (Ready to Renovate)	377	19%
Moderate (Thinking of Renovating)	281	14%
Potential Renovator	286	15%
Not intending to renovate	1,030	52%
Total	1,974	100%

More homeowners plan to renovate this year compared to last

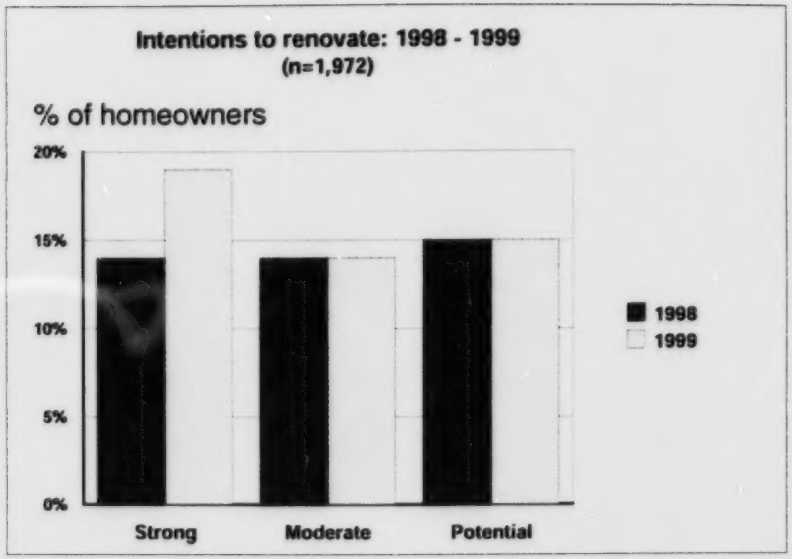
Potentially, almost half (48%) of all homeowners will renovate in the next year. This represents an increase in intentions of 6% over last year.

Among those who intend to renovate:

- 19% are *ready to renovate* now. In 1998, only 14% were ready to renovate. We consider this group as having *strong* renovation intentions.
- 14% are *thinking of renovating*. This is comparable to the 1998 figure. We consider this group as having *moderate* renovation intentions.
- 15% claim to be *potential renovators*. Again, this is comparable to 1998.

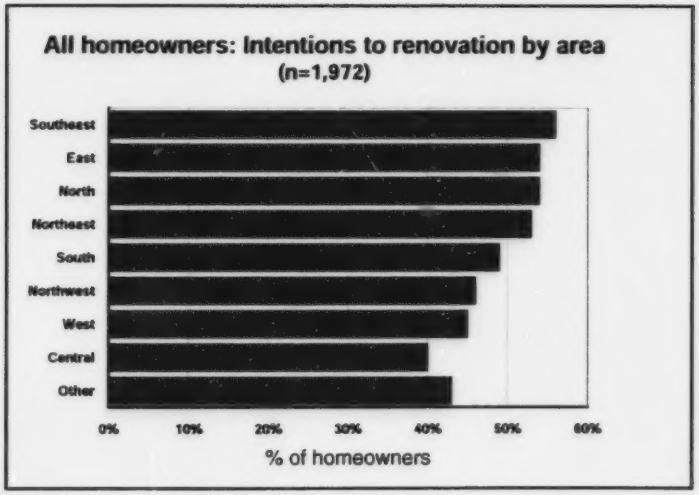
Home renovations have a large economic impact. Assuming an average cost of $7,373 (see Data Report), if all intenders proceed with their project(s), Calgary can look forward to $1.2 billion in renovation activity.

The figure opposite outlines the strength of renovation intentions, this year compared to last.



Intentions to renovate vary by area of the city in which homeowners live

- Some 56% of homeowners living in the Southeast have plans to renovate in the coming year. A similar proportion of households will renovate in the East and North sectors.
- Those living in Central Calgary are the least likely to renovate, with only 40% reporting such intentions.
- Of all those intending to renovate, 49% living in West Calgary are *ready to renovate*. Those living in Southeast Calgary also report stronger than average intentions to renovate with 45% stating that they are *ready to renovate*.



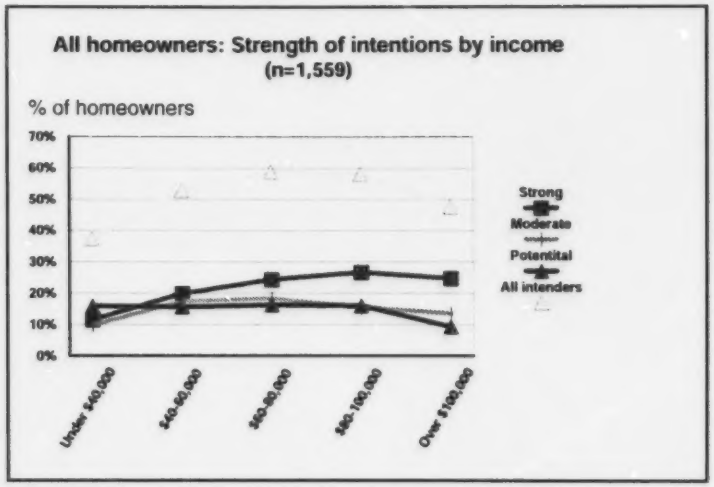
Renovation intenders: home renovation intentions by area			
	Strong	Moderate	Potential
Total (n=943)	40%	30%	30%
West (n=63)	49%	23%	29%
South East (n=44)	45%	24%	31%
Central (n=106)	42%	33%	25%
North West (n=118)	42%	26%	33%
South (n=221)	41%	30%	29%
North East (n=125)	41%	27%	32%
North (n=115)	35%	30%	35%
East (n=84)	29%	41%	30%
Other (n=55)	37%	33%	30%
Note: Total may not sum to 100% due to rounding.			

Who will renovate? Characteristics of home renovators

Middle-income groups lead renovation demand

Those with incomes between $60,000 and $100,000 are the most likely to renovate. While these two income groups make up only 31% of the population surveyed, they account for well over half of all renovation intenders.

- Approximately 60% of those with household incomes between $60,000 and $100,000 could renovate this year. Overall, renovation intentions are highest among the $60,000 to $80,000 household income group.
- Only 38% of homeowners with incomes under $40,000 intend to renovate.
- Strength of intentions rises steadily with income, peaking among those in the $80,000 to $100,000 income range where 27% of all homeowners are *ready to renovate.*
- The distribution of intentions is broadly consistent with the 1998 survey results, but for notable differences found along income lines. For example, those with lower incomes reported a sharp drop in renovation demand compared to last year, while those with higher incomes had stronger intentions.

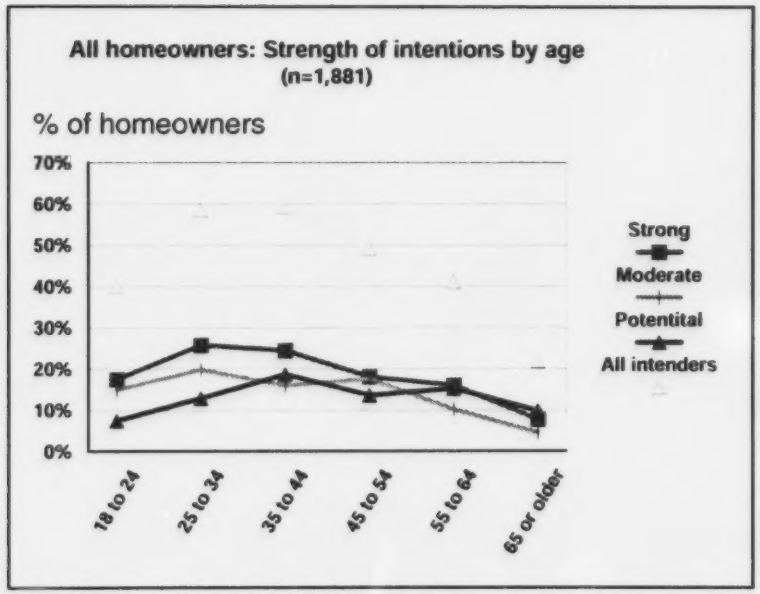


Home renovation intentions by household income						
	$40,000 or less (n=133)	$40,000-60,000 (n=240)	$60,000-80,000 (n=177)	$80,000-100,000 (n=108)	$100,000 or more (n=122)	Total (n=780)
Strong	31%	37%	41%	46%	52%	41%
Moderate	26%	33%	31%	26%	29%	30%
Potential	43%	30%	28%	28%	20%	30%
Note: Totals may not sum to 100% due to rounding.						

Younger households set the pace for home renovations

Homeowners between 25 and 44 years of age are most likely to renovate.

- Intentions peak among those aged 35 to 44, with 59% of homeowners planning to renovate in the next year.
- Renovation intentions fall off as homeowners age. For example, only 49% of those aged 45 to 54 intend to renovate. This number falls further to 41% for those between the age of 55 and 64.
- Seniors are least likely to renovate. Only 22% of such households expressed an interest in renovating.

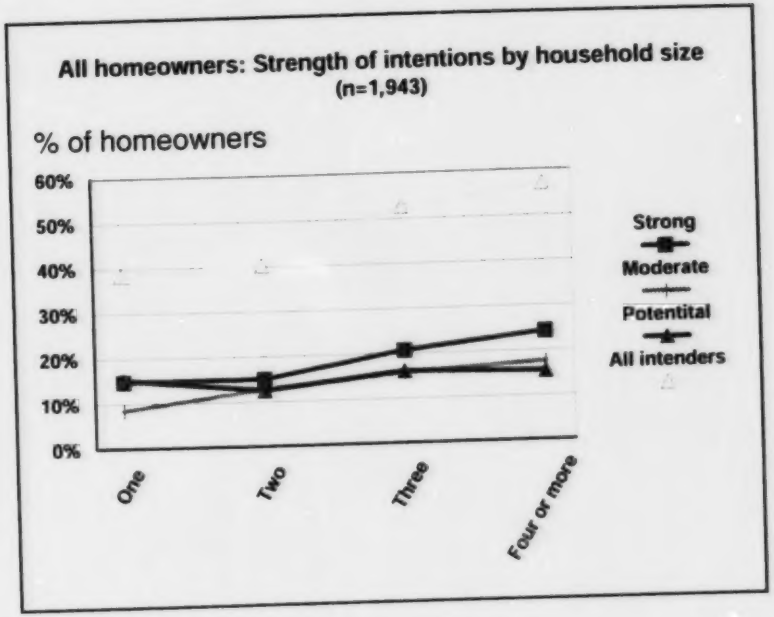


Home renovation intentions by age							
	18 to 24 (n=16)	25 to 34 (n=195)	35 to 44 (n=336)	45 to 54 (n=196)	55 to 64 (n=106)	65 or older (n=63)	Total (n=912)
Strong	42%	44%	41%	37%	39%	35%	40%
Moderate	39%	34%	27%	36%	24%	20%	30%
Potential	20%	22%	32%	28%	37%	45%	30%
Note: Totals may not sum to 100% due to rounding.							

Renovation intentions grow with household size

The larger the household, the higher the likelihood of renovating within the next year.

- 57% of homeowners with four or more people in the household are considering a renovation in the next year.
- Meanwhile, only 38% of single-person households are considering a renovation.
- The increase in demand for renovations by larger households should be interpreted cautiously, as these intentions may be speculative. Almost all of the differences in intentions by household size come from *potential* renovators. We consider this group to be the least likely to proceed with a renovation project.
- The increase in intentions across household sizes is consistent with last year's trend. In 1998, intentions also climbed as household size increased.



Home renovation intentions by household composition

	Household size				Children under 18		
	1 (n=114)	2 (n=248)	3 (n=173)	4 or more (n=401)	Children (n=443)	No children (n=490)	Total (n=936)
Strong	38%	37%	40%	42%	43%	37%	40%
Moderate	22%	32%	30%	31%	30%	30%	30%
Potential	40%	31%	31%	27%	27%	34%	30%

Note: Totals may not sum to 100% due to rounding

What work is being planned? Renovation projects and spending

While many renovations are cosmetic, some plans are extensive

Many renovations are cosmetic. Of all renovation projects planned, painting and wallpapering are the most common.

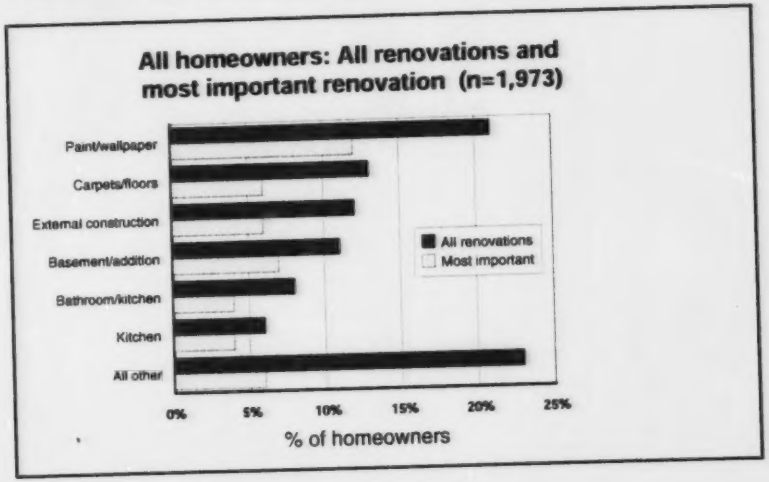
- Almost half of all intended renovation projects (44%) involve painting and wallpapering.
- 24% of all projects could involve painting or wallpapering more than one room.
- 14% could involve painting or wallpapering the whole house.

Renovators also have some extensive projects planned. For example:

- 5% are planning an addition or extension to their home.
- 10% are planning a deck or patio (included under external construction).
- 15% plan to convert a basement into a "rec room".

Renovations planned (n=943)	All renovations		Most important	
	(n)	(%)	(n)	(%)
Paint/ Wallpaper	414	44%	236	25%
Carpets/ Flooring	265	28%	144	15%
External construction	246	26%	117	12%
Basement/ Addition	221	23%	131	14%
Bathroom	154	16%	82	9%
Kitchen	109	12%	75	8%
All other renovation	447	47%	127	13%
Don't know/refused	8	1%	31	3%

Note: Totals do not sum to 100% due to multiple responses being allowed.



Those planning larger projects have the strongest intentions

Because larger projects take more planning and financial commitment, it is not surprising that those *ready to renovate* are planning projects at the higher end. Small jobs such as painting a room are quick do-it-yourself projects that may be planned over a weekend and just as quickly deferred.

- This trend is generally consistent with 1998.
- 44% of those planning paint and wallpaper projects have strong intentions.
- 41% of those planning a bathroom project have strong intentions.
- Exterior construction and repairs, and basement/attic conversions buck the overall trend. In these two cases, more renovators are thinking about the project or considering their options than are currently ready to renovate.

Readiness to renovate by most important renovation planned

	Paint/ Wallpaper (n=236)	Kitchen (n=75)	Bathroom (n=82)	Carpets/ Flooring (n=144)	Basem/Attic Conv/Addtn (n=131)	External Const/ Repair (n=117)	All Others (n=127)	Total (n=912)
Strong	44%	42%	41%	36%	37%	30%	46%	40%
Moderate	27%	32%	26%	38%	25%	38%	24%	30%
Potential	29%	27%	33%	25%	38%	32%	30%	30%

Homeowners plan to spend substantial amounts on renovations

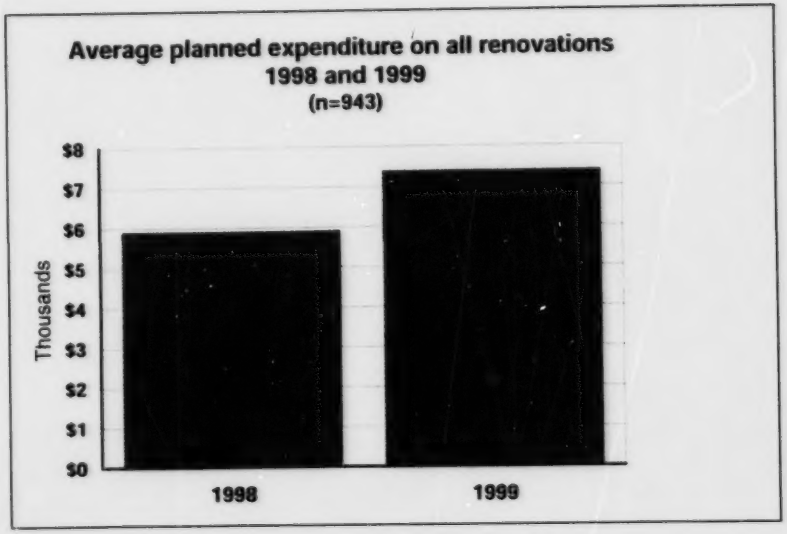
Although most renovation projects are relatively small, planned expenditures can be large.

- 50% of those planning a renovation intend to spend more than $4,000 (median = $4,000).
- Average spending, however, is higher at almost $7,400. This indicates that a few renovators plan projects with well above median expenditures.
- Among prospective renovators, 26% have no idea how much their project will cost.

Planned expenditure		
	(n)	(%)
Up to $500	118	13%
$ 501 - 1,000	70	7%
$1,001 - 2,500	105	11%
$2,501 - 5,000	176	19%
$5,001 -10,000	121	13%
Over $10,000	113	12%
Don't know/refused	241	26%
Total	943	100%

Renovators plan to spend considerably more on their renovations this year over last.

- The average cost of planned renovations jumped 25% from 1998 to 1999, moving from $5,900 to almost $7,400.
- The line dividing the cheapest from the most expensive projects also moved up dramatically. In 1998, 50% of renovators planned to spend less than $3,000. In 1999, however, this figure jumped to $4,000.

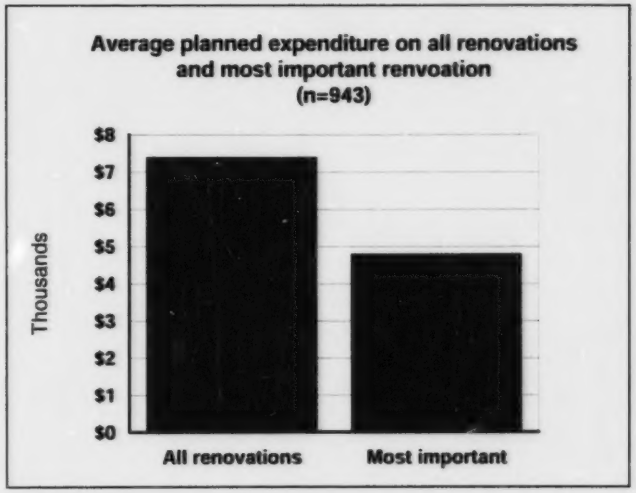


Most important project only two-thirds of all renovation spending

The most important project is often only one component of a larger renovation.

- Only 7% see their most important project costing more than $10,000. Meanwhile, 12% see all renovations costing more than $10,000.
- The average cost for all renovation projects is close to $7,400. The average cost of the most important renovation project is about $4,800.
- Of all renovation projects planned, 50% are at or below the $4,000 mark. 50% of the most important renovation projects are planned to cost less than $2,000.

Planned expenditure on most important renovation		
	(n)	(%)
Up to $500	186	20%
$ 501 - 1,000	87	9%
$1,001 - 2,500	117	12%
$2,501 - 5,000	169	18%
$5,001 -10,000	78	8%
Over $10,000	69	7%
Don't know/refused	237	25%
Total	943	99%
Note: Totals may not add to 100% due to rounding		



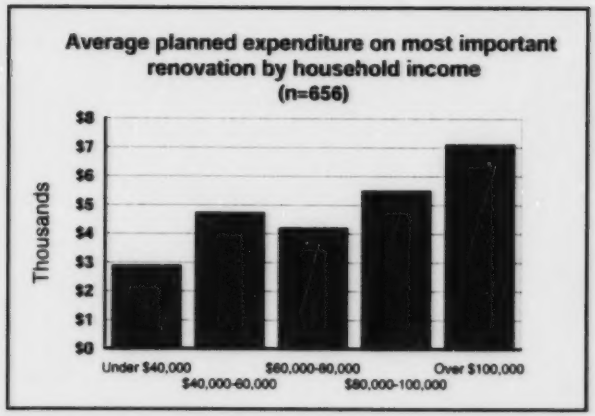
Household income influences the projects planned

On average, the higher the household income, the greater the expenditures planned on the home renovation. While those with household income below $40,000 plan to spend an average of $3,000 or less on their most important renovation, those with household income above $100,000 plan to spend over $7,000.

Those with higher incomes have the financial discretion to undertake substantial changes to their homes, such as redoing basements and creating "rec." rooms. Lower income households tend to be able to afford more modest changes and interior decorating.

Cost is reflected in the type of renovation households are planning. Higher income respondents plan less painting and wallpapering. These respondents probably live in newer homes. As noted with home purchase intentions, affordability issues encourage lower income households to focus on older homes.

In terms of remodeling kitchens and bathrooms, those in the mid- to higher-income ranges plan a more extensive renovation than lower income groups. These are typically higher cost renovations, reflecting the greater resources these households have to make substantial changes to their home.



Most important renovation planned by total household income

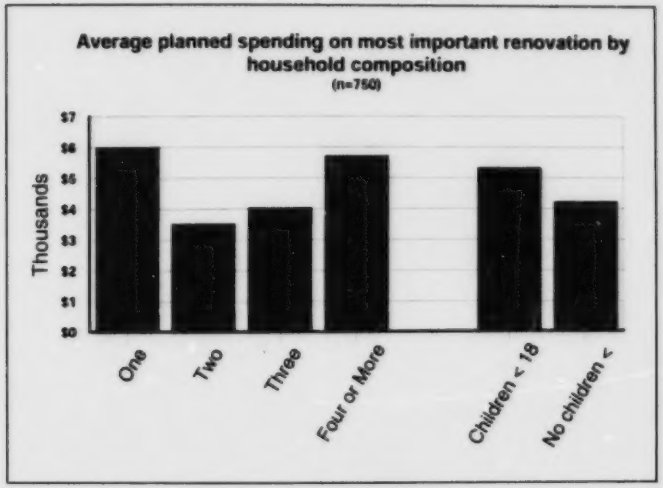
	Under $40,000 (n=133)	$ 40,000-60,000 (n=240)	$ 60,000-80,000 (n=177)	$ 80,000-100,000 (n=108)	$100,000-200,000 (n=122)	Total (n=780)
Paint/ Wallpaper	32%	22%	29%	26%	19%	27%
Kitchen	7%	9%	10%	7%	6%	9%
Bathroom	8%	9%	11%	5%	11%	10%
Carpets/ Flooring	15%	19%	11%	10%	16%	16%
Basem/ Attic Conv/ Addtn	15%	12%	13%	18%	18%	16%
Exter Const/ Repair	11%	13%	15%	11%	14%	14%
All Others	12%	14%	10%	16%	16%	14%
Don't know/refused	2%	3%	2%	8%	2%	3%

Larger families plan more substantial renovations

Generally, households with larger families will spend (on average) more on their renovations. This is demonstrated by households with children under 18 planning to spend more than those without children.

As families grow, they typically invest in various functional upgrades such as adding a bathroom, or converting a basement or attic into living space.

- Larger households (four-people or more) plan more "rec rooms" and basement renovations (17%).
- Households without children are more likely to invest in painting and wallpapering (27% versus 24%).



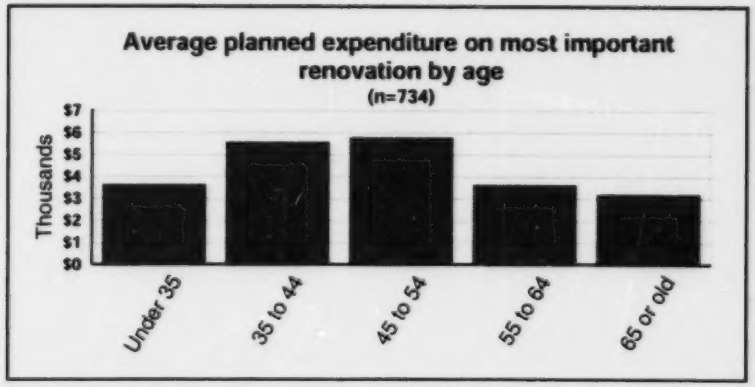
Most important renovation planned by household composition

	Household size				Children under 18		Total
	1 (n=114)	2 (n=248)	3 (n=173)	4 or more (n=401)	Yes (n=490)	No (n=443)	(n=936)
Paint/ Wallpaper	25%	30%	25%	23%	24%	27%	25%
Kitchen	10%	7%	6%	8%	8%	7%	8%
Bathroom	10%	6%	8%	11%	10%	7%	9%
Carpets/ Flooring	18%	15%	18%	14%	14%	17%	15%
Basement/Attic Conv/ Addtn	9%	11%	16%	17%	17%	10%	14%
External Const/ Repair	14%	15%	11%	11%	11%	14%	13%
All Others	14%	14%	14%	13%	12%	15%	13%
Don't know/refused	1%	3%	3%	5%	4%	3%	4%

Older renovators focus on maintaining their home

With potential home buyers, older purchasers are more likely to move down in the market to smaller, more affordable homes. In the renovation market, we see evidence of a similar trend. With children leaving home, older households have less need for major renovations such as adding more space. As a result, they turn their attention to maintaining their existing homes.

- Expenditures on the most important renovation is highest among those between the age of 35 and 54. These consumers are more likely to identify their most important renovation as a major one, such as an addition, attic, or basement conversion.
- Also, younger renovators (between 35 and 54) plan slightly more projects that can be considered large-scale, like kitchen and bathroom renovations.
- Older renovators (over 54) are less likely to plan major additions and basement conversions and are more likely to be simply maintaining their homes through exterior repairs, or floor coverings.
- The youngest age group (18 to 34) also will spend less on average, focusing primarily on paint and wallpaper renovations.



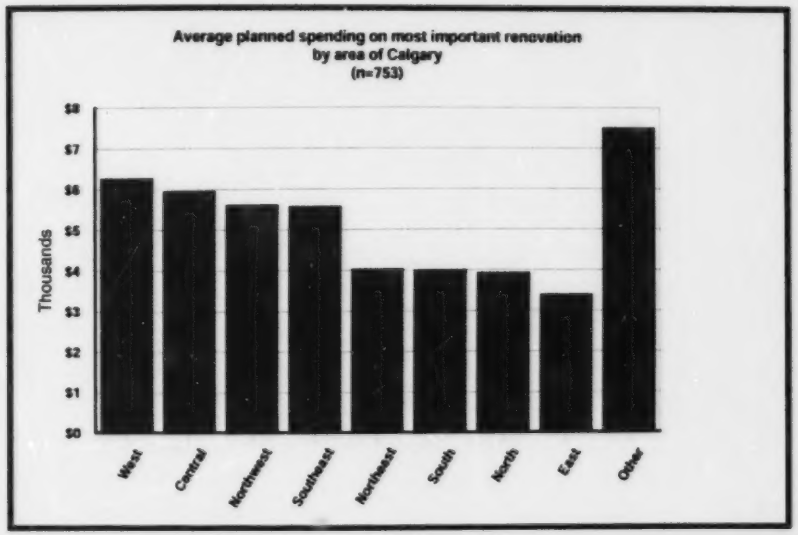
Most important renovation planned by respondent age

	Under 35 (n=211)	35 to 44 (n=336)	45 to 54 (n=196)	55 to 64 (n=106)	65 and older (n=63)	Total (n=912)
Paint/ Wallpaper	29%	22%	25%	24%	30%	25%
Kitchen	5%	11%	6%	5%	10%	8%
Bathroom	9%	8%	10%	8%	14%	9%
Carpets/ Flooring	16%	12%	18%	19%	13%	15%
Basement/Attic Conversion/Addition	19%	15%	11%	8%	3%	14%
External Construction/Repair	6%	13%	12%	20%	18%	12%
All Others	12%	14%	13%	15%	11%	13%
Don't know/refused	1%	5%	4%	2%	3%	4%

Residents of the Northwest are planning the largest projects

About 10% of homeowners currently living in West, Central, or Northwest Calgary are planning a project valued in excess of $10,000. On average, these areas (and Southeast Calgary) will spend over $5,500 on their most important project.

- Some 19% of renovators in the Northeast are planning carpeting and flooring projects.
- Although they will spend more on average than homeowners in other areas, renovators in Central, Northwest, and Southeast Calgary are more likely to plan for paint and wallpapering projects.



Most important renovation planned by current residence of respondent										
	Central (n=106)	Northwest (n=118)	North (n=115)	Northeast (n=125)	East (n=84)	Southeast (n=44)	South (n=221)	West (n=63)	Other (n=55)	Total (n=931)
Paint/ Wallpaper	30%	29%	24%	24%	25%	32%	23%	24%	20%	25%
Kitchen	16%	6%	9%	4%	9%	4%	7%	13%	6%	8%
Bathroom	3%	8%	8%	7%	11%	2%	14%	10%	7%	9%
Carpets/ Flooring	7%	13%	17%	19%	22%	16%	15%	15%	12%	15%
Basement/Attic Conversion/Addition	12%	18%	12%	14%	9%	26%	11%	9%	26%	14%
External Construction/Repair	9%	13%	13%	14%	15%	8%	14%	8%	10%	12%
All Others	20%	10%	13%	14%	8%	11%	12%	20%	15%	13%
Don't know/refused	4%	3%	4%	4%	1%	1%	5%	1%	4%	4%

Who will do the renovation work? Use of contractors and do-it-yourself

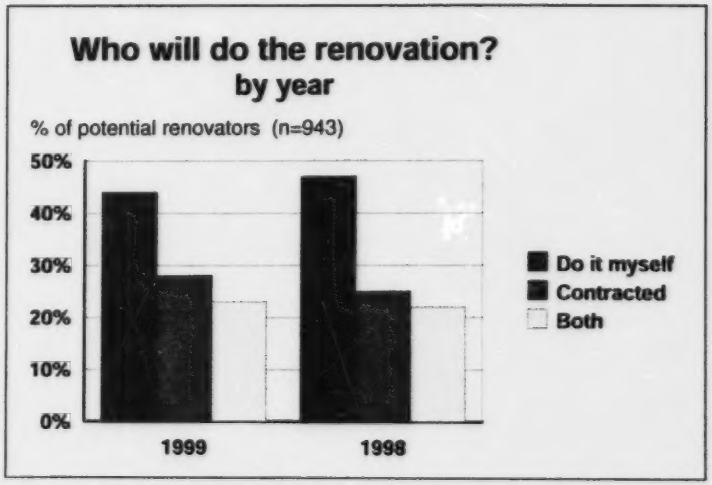
"Do-it-yourself" a strong feature of renovations

Two-thirds of all renovators plan to do at least part of the work themselves.

- Of the 943 respondents who reported plans to renovate, 44% would complete the project on their own.
- About 23% said that they would use both some contracted help, as well as doing some of the project themselves.
- Just under 30% will hire someone to do all their renovation, using a skilled tradesperson (15%), general contractor (10%) or a general handyman (3%).

The use of skilled trades is up from last year, when only 10% planned to acquire the help of a skilled tradesperson. Correspondingly, the number of "do-it-yourselfers" has slipped from 47% to 44%.

Who will do the renovations?		
	(n)	(%)
Do it myself	412	44%
Some contracted help	215	23%
Skilled tradesperson	144	15%
General contractor	98	10%
General handyman	27	3%
Family/ Friends	14	2%
Someone else	11	1%
Don't know/refused	22	2%
Total	943	100%



The use of outside help increases with the magnitude of the project

Most homeowners are willing to tackle smaller jobs, such as touching up some paint and completing basic repairs to the building envelope. On larger projects, however, homeowners quickly turn to outside expertise.

- Almost three-quarters (73%) plan to complete painting and wallpapering projects by themselves.
- Far fewer homeowners tackle basement and attic conversions or room additions on their own, preferring to hire at least some help.
- For kitchen renovations, most renovators look to some contracted help (33%), to a skilled tradesperson (18%), or to a general contractor (17%).
- When it comes to laying carpeting and flooring, homeowners seek outside help 71% of the time.

Who will do the renovations by most important renovation planned

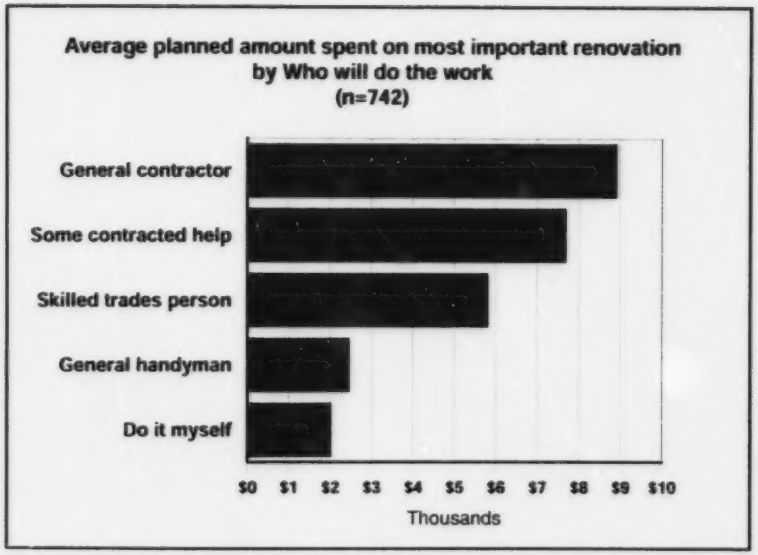
	Paint/ Wallpaper (n=236)	Kitchen (n=75)	Bathroom (n=82)	Carpets/ Flooring (n=144)	Basemt/ Attic Conv/ Addtn (n=131)	External Constr/Repair (n=117)	All Others (n=127)	Total (n=912)
Do it myself	73%	25%	33%	29%	39%	43%	31%	44%
Some contracted help	9%	33%	28%	23%	36%	25%	23%	22%
Skilled tradesperson	9%	18%	13%	29%	6%	9%	29%	15%
General contractor	3%	17%	14%	10%	13%	14%	13%	10%
General handyman	3%	1%	3%	3%	2%	4%	3%	3%
Miscellaneous	2%	4%	5%	4%	2%	2%	2%	3%
Don't know/refused	1%	1%	4%	2%	2%	3%	1%	2%

The use of outside help increases with planned expenditures

The average expenditure is closely tied to whether the consumer plans to hire someone to do the work. While the value of the renovation varies widely, the average expenditure for the most important renovation project involving a general contractor is close to $9,000. The average for projects conducted by homeowners themselves is about $2,000.

- Most work under $500 will be done by the homeowner (81%). At the other end of the spectrum, only 10% of respondents expect to do all of the work themselves on renovations over $10,000.

- Reliance on outside help jumps markedly when the cost of the project first exceeds $1,000, though skilled trades people may be involved in a few smaller jobs (under $500). Typically, this would involve interior decorating such as painting a room or other type of "surface" renovation.



Planned expenditures on most important renovation by who will do renovations

	Do it myself (n=412)	Some contracted (n=215)	Skilled trades-person (n=144)	General contractor (n=98)	General handyman (n=27)	Other (n=25)	Total (n=921)
Up to $500	37%	9%	6%	4%	12%	-	20%
$ 501 - 1,000	12%	7%	8%	5%	6%	16%	9%
$1,001 - 2,500	11%	12%	20%	11%	11%	16%	13%
$2,501 - 5,000	11%	25%	24%	21%	24%	12%	18%
$5,001 -10,000	4%	16%	9%	12%	3%	4%	8%
Over $10,000	2%	13%	11%	16%	-	8%	7%
Don't know/refused	25%	19%	22%	32%	45%	36%	25%

Low income households invest more personal time in their homes

Lower income homeowners face financial constraints in the magnitude of their renovation and whether to do the work themselves or contract it out.

- Those with incomes of under $40,000 are more likely than others to hire a general handyman. This may reflect the nature of the renovation, or a search for inexpensive alternatives to a general contractor or skilled tradesperson.
- Only about 30% of homeowners with annual incomes exceeding $100,000 plan to do the work themselves.
- Partly because of the type of renovation planned and the ability to pay, higher income households are much more likely to use a skilled tradesperson or contractor (20% in the over $100,000 category compared to 15% or less in other income groups).

Who will do renovations by total household income

	Under $40,000 (n=133)	$ 40,000-60,000 (n=240)	$ 60,000-80,000 (n=177)	$ 80,000-100,000 (n=108)	Over $100,000 (n=122)	Total (n=780)
Do it myself	47%	47%	47%	47%	31%	44%
Some contracted help	13%	23%	31%	24%	33%	23%
Skilled tradesperson	15%	15%	10%	14%	20%	15%
General contractor	11%	9%	8%	7%	12%	10%
General handyman	10%	1%	2%	3%	2%	3%
Someone else	3%	3%	2%	3%	0%	3%
Don't know/refused	3%	2%	1%	4%	2%	2%

Note: Totals may not sum to 100% due to rounding.

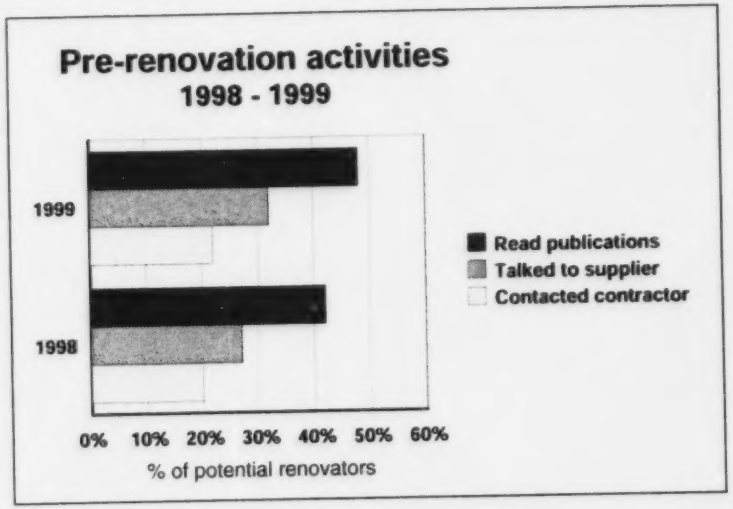
Renovators consult a variety of sources

Home owners planning to renovate typically consult a variety of information sources. The survey probed respondents for their use of general contractors, building suppliers, and publications for information on renovation.

- A surprising number of renovators (59%) get information on their project from TV programs and/or videos.
- Almost half consult publications, while a third speak with building material suppliers.

Pre-renovation activities of all types were slightly more common in 1999 than in 1998. In 1998, respondents were not offered "TV programs and/or videos" in the survey as an option for pre-renovation activity.

Pre-renovation activities		
	(n)	(%)
Watched TV pgms/videos on renovations	559	59%
Read publications: renovation info	449	48%
Talked to building materials supplier	304	32%
Contacted contractor: renovation info	208	22%
None of these	166	18%
Note: Respondents could provide multiple responses.		



What factors could influence home renovation intentions?

Changing financial situation the primary reason for people to reconsider renovations

Of those respondents who reported no intentions to renovate, 31 had thought about renovating in the last year and then decided not to. This amounts to just over 2% of all homeowners surveyed.

A change in household finances was most commonly cited as a reason for not pursuing a home renovation. 27% of those who changed their mind about a renovation mentioned this reason.

This represents a departure from the 1998 survey. In 1998, the most commonly cited reason for putting off a renovation was that people had recently finished renovating.

Other reasons offered for deferring renovation projects include being too busy (13%), trying to sell (8%) or no need (3%).

Reasons homeowners reconsidered renovation (n=31)		
	(n)	(%)
Change in household financial situation	8	27%
No time/Too busy	4	13%
Just renovated existing home	3	10%
Want to move/Trying to sell	3	8%
Satisfied with existing home	3	8%
Just bought a home	2	6%
Age factor	2	5%
Cost is too high	1	5%
Don't need/Have a new house	1	3%
Don't want to make a mess/hassle	1	2%
Don't need (unspecified)	1	2%
Other reasons not to renovate	13	41%
Don't know/refused	1	3%
Note: Totals may not add to 100% due to multiple response		

Many could be induced to renovate under the right conditions

While a large group say they have no intention of renovating (and have not renovated in the last year -- 31% of all homeowners or 605 respondents) some say they would renovate under the right circumstances.

- Financial and job status would need to improve for many respondents to undertake a renovation.
- Deterioration of the home would also prompt many to renovate.

Given the right conditions, about half of those who say they have no intentions of renovating now could change their minds. This demonstrates that homeowners may respond well to a change in the costs and convenience of renovating by accelerating their projects.

Circumstances consider renovating (n=605)		
	(n)	(%)
Nothing/Like my existing home	295	49%
Change in household financial situation	92	15%
Deterioration of existing home	88	15%
Disaster	26	4%
Home needs to be older/too new	18	3%
Already done/Don't need	17	3%
Thinking of selling home	9	2%
Win lottery/Other windfall	8	1%
Develop health/mobility problems	7	1%
Increase in household size	7	1%
Don't want to/No intentions	7	1%
Kids moved back/moved away	5	1%
Want to change style of existing home	4	1%
Change in household job situation	2	<1%
Bought an older home	1	<1%
Other reconsideration factors	102	17%
Don't know/refused	30	5%
Note: Totals may not add to 100% due to multiple response		

Summary on renovation intentions

More homeowners plan to renovate this year compared to last

- Potentially, almost half (48%) of all homeowners will renovate in the next year. If all intenders proceed with their project(s), Calgary can look forward to $1.2 billion in renovation activity.
- Those living in Southeast Calgary are most likely to renovate. Those living in Central Calgary are least likely to renovate.

Prospective renovators are young, have moderate incomes, and have families

- Renovation intentions peak among those aged 35 to 44, with 59% of homeowners in this age bracket planning to renovate in the next year.
- Those with incomes between $60,000 and $100,000 make up well over half of potential renovators despite making up only 31% of the population surveyed.
- The larger the household, the higher the likelihood of renovating within the next year.

While many renovations are cosmetic, some plans are extensive

- Almost half of all intended renovation projects (44%) involve painting and wall papering.
- Those *ready to renovate* are planning projects at the higher end.

Homeowners plan to spend substantial amounts on renovations

- On average, homeowners plan to spend $7,400 on their renovation projects.
- The most important project accounts for only two-thirds of all renovation spending.

"Do-it-yourself" a strong feature of renovations

- Two-thirds of renovators plan to do at least part of the work themselves.
- The use of outside help increases with the magnitude (scope of work) and planned expenditure of the project.

Economic factors the primary influence on renovation intentions

- Of those who decided to postpone a renovation in the last year, 27% cited a change in their household finances as the reason.
- Financial and job status would need to improve for many homeowners to undertake a renovation.

APPENDIX 1

About the Research
the Questionnaire and future surveys

Overview of the research

Between September 2 and September 15, 1999, Canada Mortgage and Housing Corporation interviewed 3,002 residents in the Calgary Census Metropolitan Area. This survey was replicated in five other cities (Edmonton, Vancouver, Toronto, Montreal and Halifax) with a total sample of over 18,000, making it the largest household survey in Canada devoted to home ownership and renovation intentions.

Households were selected using random digit dialing to ensure coverage of homes with unlisted numbers. Respondents (who reside in the household) must be someone "who is involved in major purchase decisions for your household". Interviewers assured respondents of complete confidentiality.

The questions probed for several general aspects of the household such as whether the household owned or rented the home and the recency of migration to the city. Modules on home purchase intentions included questions on a range of factors that affect decision to purchase. Parallel questions on renovations probed for respondent plans for renovations.

The ***Consumer Intentions to Buy or Renovate a Home*** is a highly cost-effective research shell, designed to accommodate additional questions purchased by subscribers. Because the basic survey takes only 4 or 5 minutes, considerable scope exists to include questions on financing, interior furnishings, appliances, exterior equipment, home entertainment, and even large purchases such as automobiles. Because the survey includes owners and renters, it is a representative study of households.

Readers wishing to view the questionnaire or add questions to future surveys should contact the CMHC office where they purchased this report.

APPENDIX 2

Definition of "Intentions"

"Ready to Buy" and "Looking to Buy"

"Ready to Renovate" "Thinking about Renovation"

and "Possible Renovator"

Overview

Basic to this research is the concept of someone who intends to purchase or renovate. This idea has been used in economic forecasting research since the 1950's when large organizations such as the Conference Board of Canada and the University of Michigan started the measurement of consumer confidence.

Consumer Intentions to Buy or Renovate a Home: a look at tomorrow's customers today is directly related to these general consumer confidence studies. The questionnaire asks how likely it is that the respondent's household will purchase or renovate in the next 12 months and the next 6 months. Respondents also answer questions about various home search activities (using a Realtor, visiting homes, obtaining a pre-approved mortgage). From these questions we build a profile of someone "*ready to buy*" (strong intender) and "*looking to buy*" (an intender or someone who is seriously thinking about purchasing).

Definition of home purchase intentions

Strong intender (*ready to buy*)

If a respondent answers as follows he or she is classed as a "strong intender" or a consumer who is *ready to buy.*

- Responding yes to thinking about buying a home
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 12 months?" or
- Response of "HIGH" to the question, "What are the chances that you will actually buy a home in the next 6 months?" or a response of "50/50" for six months, pre-approved mortgage, and one search activity (Realtor, reading housing publications, visiting homes) or
- a response of "50/50" for 12 months and more than 3 search activities.

Moderate intender (*looking to buy*)

Respondents who stated that they were thinking of buying (response of YES), but did not fit the categories for a strong intender. We defined these intenders as a residual.

Non-intender (not looking/interested in another home)

Respondents who have no intentions to purchase in the next year.

Definition of renovation intentions

The definition of renovation intentions parallels that of home purchase.

Strong intender (*ready to renovate*)

Someone who is ready to renovate responded that they planned to renovate and answered "HIGH" to "What are the chances you will actually renovate your home in the next six months?" *and* who had completed one pre-renovation activity (contacted contractor, talked to building materials supplier, read home improvement publications).

Moderate intender (*thinking about renovating*)

This respondent replied HIGH to the chances that they will renovate in 12 months and has participated in one pre-renovation activity.

Possible/potential renovator

This respondent: stated he/she had a HIGH chance of renovating in 6 or 12 months (no pre-renovation activities) or
stated that he/she did not know whether they would undertake renovations.

Non-intender

This respondent stated that he/she had no intentions of renovating in the next year.

Data Report

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Home purchase intentions

	n	%
Strong (Ready to Buy)	255	8.5%
Moderate (Looking to Buy)	216	7.2%
Not intending to buy	2531	84.3%
Total	3002	100.0%

[BASE=All respondents] [Data are weighted]

Home Purchase Intender Profile: Residence

Area of residence in Calgary	n	%
Central	114	24.3%
North West	49	10.4%
North	42	8.9%
North East	72	15.2%
East	45	9.6%
South East	10	2.2%
South	78	16.5%
West	32	6.8%
Other/Wrong	22	4.7%
DON'T KNOW/REFUSED	7	1.5%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	n	%
18-24	27	5.8%
25-34	164	34.9%
35-44	144	30.6%
45-54	83	17.7%
55-64	31	6.6%
65 +	14	3.0%
DK/NR	7	1.5%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Age

	N	Mean age	Median age
	464	39	38

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Gender

	n	%
Male	230	49.0%
Female	240	51.0%
Total	470	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Own or rent current home

	n	%
Own	192	40.7%
Rent	279	59.3%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Household composition

Household size [# persons]	n	%
1	93	19.8%
2	159	33.7%
3	80	17.0%
4 or more	137	29.1%
DK/NR	2	.4%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Children under 18 years of age in household

	n	%
No	283	60.0%
Yes	186	39.6%
DK/NR	2	.4%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home Purchase Intender Profile: Total household income

	n	%
Under $20,000	18	3.8%
$ 20,000- 40,000	96	20.3%
$ 40,000- 60,000	124	26.3%
$ 60,000- 80,000	87	18.4%
$ 80,000-100,000	46	9.9%
$100,000-200,000	44	9.3%
$200,000 or more	14	2.9%
DK/NR	43	9.1%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Moved place of residence in past 12 months

	n	%
Yes	99	21.0%
No	372	79.0%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Province moved from in past 12 months

	n	%
New Brunswick	1	1.4%
Ontario	5	4.8%
Manitoba	4	4.1%
Saskatchewan	2	1.5%
Alberta	69	69.9%
British Columbia	10	10.3%
Outside Canada	8	8.0%
Total	99	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Province/City moved from in past 12 months

	n	%
NB: Saint John	1	1.4%
ON: Hamilton	1	.9%
ON: Other	4	3.9%
MB: Winnipeg	4	4.1%
SK: Saskatoon	2	1.5%
AB: Calgary	58	58.1%
AB: Edmonton	6	6.3%
AB: Other	5	5.5%
BC: Vancouver	4	4.4%
BC: Victoria	1	1.2%
BC: Other	5	4.7%
Outside Canada	8	8.0%
Total	99	100.0%

[BASE=Home purchase intenders who moved in past 12 months] [Data are weighted]

Chances of buying home in next 12 months

	n	%
Low	98	20.8%
50/50	186	39.4%
High	181	38.5%
Don't Know/Refused	6	1.3%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Chances of buying home in next 6 months

	n	%
Low	284	60.3%
50/50	88	18.7%
High	92	19.6%
Don't Know/Refused	6	1.3%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Community in which most likely to buy home

	n	%
North West Calgary	126	26.8%
North East Calgary	59	12.5%
North Calgary	13	2.9%
Central Calgary	30	6.3%
South East Calgary	42	9.0%
South West Calgary	128	27.2%
East Calgary	5	1.1%
West Calgary	10	2.1%
Other	41	8.8%
DK/NR	16	3.4%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Brand new	153	32.4%
Pre-owned	283	60.0%
Other	17	3.6%
DK/NR	19	4.0%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Single detached	370	78.5%
Semi-detached/duplex	13	2.8%
Row/Town house	43	9.2%
Apartment	32	6.8%
Other	4	1.0%
DK/NR	8	1.7%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for/intending to buy

	n	%
Freehold	384	81.6%
Condominium	77	16.3%
Other	1	.2%
DK/NR	9	1.9%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of neighbourhood preferred: Home looking for/Intending to buy

	n	%
New subdivn/development	94	19.9%
Established neighbourhood	306	65.1%
Rural/Semi-rural/Farm/Acreage	24	5.0%
Does not matter/Either	9	1.9%
Other	3	.5%
DK/NR	36	7.6%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price range of home looking for/Intending to buy

	n	%
Under $125,000	81	17.1%
$125,000 - 150,000	89	18.9%
$150,000 - 175,000	106	22.5%
$175,000 - 200,000	55	11.6%
$200,000 - 250,000	72	15.4%
$250,000 - 500,000	56	11.9%
Over $500,000	7	1.5%
DK/NR	5	1.1%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for compared to current home

	n	%
More	112	58.3%
Same	40	20.9%
Less	40	20.7%
Total	192	100.0%

[BASE=All home purchase intenders who currently own homes] [Data are weighted]

Size of home looking for/Intending to purchase (sq ft)

	n	%
Under 800 sq ft	5	1.0%
800 - 1000 sq ft	23	4.9%
1001 - 1200 sq ft	75	16.0%
1201 - 1400 sq ft	64	13.5%
1401 - 1600 sq ft	72	15.2%
1601 - 1800 sq ft	36	7.6%
1801 - 2000 sq ft	55	11.6%
2001 - 2500 sq ft	44	9.4%
2501 - 3000 sq ft	21	4.5%
3001 - 3500 sq ft	3	.7%
Over 3500 sq ft	8	1.7%
DK/NR	65	13.8%
Total	471	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Pre-purchase and home search activities

	n	%
Contacted builder/developer: new home	108	22.9%
Talked to financial institution: mortgage	194	41.2%
Pre-approved for a mortgage	122	25.9%
Read publications: housing market info	322	68.4%
Talked to realtor: buying a home	260	55.1%
Listed your home for sale	19	4.1%
Visited homes for sale, in last month	210	44.5%
None of these	48	10.2%

[BASE=All home purchase intenders] [Data are weighted]

Note: Multiple responses accepted

Circumstances which would delay purchase

Barriers	n	%
Change in household financial situation	36	20.1%
Change in household job situation	54	29.9%
Poor price for existing home	3	1.9%
Home prices too expensive	13	7.4%
Interest rates	14	7.8%
Cannot sell existing home	10	5.6%
No longer need to move	1	.4%
Cannot find the right home	20	11.0%
Kids moved back home	0	.0%
Renovate existing home	1	.4%
Just bought a home	2	1.2%
Develop health/mobility problems	3	1.8%
Death/Death of family member	2	1.2%
Refusal of credit/Need more credit	4	2.0%
Right location/Area	2	.9%
Nothing	11	6.1%
Other delay factors	43	23.9%
DON'T KNOW/REFUSED	14	7.6%

[BASE=Home purchase intenders (except if citing "low" chance of purchase: next 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Reasons for not purchasing

Reasons	n	%
Change in hhold financial situation	73	27.4%
Change in household job situation	14	5.3%
Cannot afford down payment	29	11.1%
Home prices too expensive	42	15.8%
Interest rates	4	1.3%
Cannot sell existing home	0	.0%
Satisfied with existing home	20	7.6%
Like my neighbourhood	13	4.8%
No longer need to move	8	2.9%
Cannot find the right home	14	5.2%
Hate moving	3	1.1%
Kids moved back/moved away	3	1.3%
Just renovated existing home	3	1.3%
Just bought a home	36	13.8%
Not ready/Not the right time	5	2.0%
Cannot afford/Financial (unspec)	11	4.3%
Economy (unspecified)	0	.0%
Unsure of final destination	0	.0%
Personal reasons	2	.9%
In school/Children in school	8	2.8%
Pay off existing loans/Mortgage	0	.0%
Market (unspec)	0	.0%
Age: Too old/young/Retiring	5	2.0%
Cannot get mortgage	2	.7%
Location/Close to work	0	.0%
Other reasons decided not to buy	51	19.3%
DON'T KNOW/REFUSED	3	1.0%

[BASE=Those not intending to purchase (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which might consider buying home

Inducements	n	%
Change in hhold financial situation	585	26.8%
Change in household job situation	206	9.4%
Good price on existing home	58	2.6%
Home prices dropped	77	3.5%
Interest rates	19	.9%
Deterioration of existing home	35	1.6%
Develop health/mobility problems	72	3.3%
Found the right home	102	4.7%
Kids moved back/moved away	50	2.3%
Never moving again/Nothing	734	33.6%
Just bought a home	58	2.7%
Loss of present home/Disaster	17	.8%
Increase/decrease in family	35	1.6%
Retirement of self/spouse	17	.8%
Graduate/finish school	30	1.4%
Already have a home	0	.0%
Relocating/Moving (unspecified)	38	1.7%
Changes/Deterioration of neighbourhood	17	.8%
Proper timing/Too young/Future purchas	9	.4%
Ability to sell current home	0	.0%
Improvement in economy	0	.0%
Suitable location	16	.7%
Lifestyle change (unspecified)	5	.2%
Win lottery/Other windfall	59	2.7%
Get married	20	.9%
Cannot afford/No money/Need money	3	.1%
If downsizing	12	.6%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted (Continued...)

Circumstances under which might consider buying home (Continued...)

Inducements	n	%
Other reconsideration factors	380	17.4%
DON'T KNOW/REFUSED	85	3.9%

[BASE=Those not intending to purchase] [Data are weighted]

Note: Multiple responses accepted

Home purchase intentions by Current residence of respondent

			Overall	Area of residence in Calgary								
				Central	North West	North	North East	East	South East	South	West	Other/Wrong
	Strong (Ready to Buy)	n	255	54	28	25	44	24	4	47	13	13
		%	54.2%	47.4%	56.5%	59.3%	60.7%	52.4%	36.2%	59.8%	40.1%	58.1%
	Moderate (Looking to Buy)	n	216	60	21	17	28	22	7	31	19	9
		%	45.8%	52.6%	43.5%	40.7%	39.3%	47.6%	63.8%	40.2%	59.9%	41.9%
Total	N		471	114	49	42	72	45	10	78	32	22
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Strong (Ready to Buy)	n	255	5	40	74	56	20	28	8
		%	54.2%	29.2%	41.7%	59.7%	64.6%	42.9%	64.2%	56.9%
	Moderate (Looking to Buy)	n	216	13	56	50	31	27	16	6
		%	45.8%	70.8%	58.3%	40.3%	35.4%	57.1%	35.8%	43.1%
Total	N		471	18	96	124	87	46	44	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Strong (Ready to Buy)	n	255	97	158
		%	54.2%	50.8%	56.6%
	Moderate (Looking to Buy)	n	216	94	121
		%	45.8%	49.2%	43.4%
Total	N		471	192	279
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Buy)	n	255	54	86	41	74	159	96
		%	54.2%	58.0%	53.8%	51.8%	54.3%	56.3%	51.6%
	Moderate (Looking to Buy)	n	216	39	73	39	62	123	90
		%	45.8%	42.0%	46.2%	48.2%	45.7%	43.7%	48.4%
Total	N		471	93	159	80	137	283	186
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Strong (Ready to Buy)	n	255	12	91	75	50	19	4
		%	54.2%	44.4%	55.1%	52.4%	59.5%	61.5%	30.0%
	Moderate (Looking to Buy)	n	216	15	74	69	34	12	10
		%	45.8%	55.6%	44.9%	47.6%	40.5%	38.5%	70.0%
Total	N		471	27	164	144	83	31	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Strong (Ready to Buy)	n	255	91	146	9
		%	54.2%	59.8%	51.5%	55.6%
	Moderate (Looking to Buy)	n	216	61	137	7
		%	45.8%	40.2%	48.5%	44.4%
Total	N		471	153	283	17
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Structure)

			Overall	Structure					
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Other
	Strong (Ready to Buy)	n	255	209	4	21	13	0	2
		%	54.2%	56.7%	30.6%	48.6%	45.2%	.0%	37.4%
	Moderate (Looking to Buy)	n	216	160	9	22	16	2	3
		%	45.8%	43.3%	69.4%	51.4%	54.8%	100.0%	62.6%
Total	N		471	370	13	43	30	2	4
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Strong (Ready to Buy)	n	255	212	40	0
		%	54.2%	55.1%	52.0%	.0%
	Moderate (Looking to Buy)	n	216	173	37	1
		%	45.8%	44.9%	48.0%	100.0%
Total	N		471	384	77	1
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Price of house looking for

			Overall	Price of home						
				Under $125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	$250,000 - 500,000	Over $500,000
	Strong (Ready to Buy)	n	255	38	54	62	21	40	33	4
		%	54.2%	46.9%	61.0%	58.1%	38.1%	54.6%	58.3%	60.8%
	Moderate (Looking to Buy)	n	216	43	35	44	34	33	23	3
		%	45.8%	53.1%	39.0%	41.9%	61.9%	45.4%	41.7%	39.2%
Total	N		471	81	89	106	55	72	56	7
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	Strong (Ready to Buy)	n	255	3	11	48	38	42	15	26	24	14	3	5
		%	54.2%	53.2%	47.8%	63.2%	59.4%	58.8%	41.7%	47.7%	55.0%	67.5%	78.3%	61.6%
	Moderate (Looking to Buy)	n	216	2	12	28	26	30	21	29	20	7	1	3
		%	45.8%	46.8%	52.2%	36.8%	40.6%	41.2%	58.3%	52.3%	45.0%	32.5%	21.7%	38.4%
Total	N		471	5	23	75	64	72	36	55	44	21	3	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Community in which most likely to buy house

			Overall	Community								
				North West Calgary	North East Calgary	North Calgary	Central Calgary	South East Calgary	South West Calgary	East Calgary	West Calgary	Other
	Strong (Ready to Buy)	n	255	66	30	8	16	23	70	3	6	24
		%	54.2%	52.4%	50.9%	56.3%	55.6%	54.4%	54.5%	61.3%	62.5%	57.9%
	Moderate (Looking to Buy)	n	216	60	29	6	13	19	58	2	4	17
		%	45.8%	47.6%	49.1%	43.7%	44.4%	45.6%	45.5%	38.7%	37.5%	42.1%
Total	N		471	126	59	13	30	42	128	5	10	41
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Home purchase intentions by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either	Other
	Strong (Ready to Buy)	n	255	61	157	11	7	1
		%	54.2%	65.0%	51.1%	47.0%	76.1%	31.6%
	Moderate (Looking to Buy)	n	216	33	150	12	2	2
		%	45.8%	35.0%	48.9%	53.0%	23.9%	68.4%
Total	N		471	94	306	24	9	3
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Price of house looking for

			Overall	Price of home						
				Under $125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	$250,000 - 500,000	Over $500,000
	New single	n	119	5	18	25	18	26	22	3
		%	25.3%	6.6%	19.9%	24.0%	33.1%	35.5%	39.7%	37.4%
	Pre-owned single	n	226	39	44	58	27	32	21	2
		%	48.0%	48.8%	50.1%	54.8%	50.2%	43.5%	38.1%	34.2%
	New row/duplex	n	17	1	5	3	2	3	2	1
		%	3.5%	1.2%	5.1%	2.7%	4.1%	4.5%	3.7%	11.7%
	Pre-owned row/duplex	n	36	17	10	6	3	0	1	0
		%	7.7%	20.8%	10.8%	5.7%	5.3%	.0%	1.4%	.0%
	New apartment	n	12	3	5	0	1	3	1	0
		%	2.6%	3.4%	5.3%	.0%	1.4%	3.9%	2.0%	.0%
	Pre-owned apartment	n	13	5	3	4	0	0	1	0
		%	2.8%	6.4%	3.1%	3.7%	.0%	.0%	2.2%	.0%
	Other	n	20	3	2	4	2	4	3	1
		%	4.3%	4.0%	2.1%	3.4%	3.4%	5.6%	5.3%	16.7%
	DK/NR	n	28	7	3	6	1	5	4	0
		%	5.9%	8.8%	3.6%	5.7%	2.6%	7.0%	7.5%	.0%
Total	N_____		471	81	89	106	55	72	56	7
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	New single	n	119	1	3	5	13	23	14	24	19	6	2	3
		%	25.3%	23.7%	13.0%	7.2%	20.1%	31.8%	38.0%	44.0%	41.8%	27.4%	58.8%	31.8%
	Pre-owned single	n	226	1	4	41	34	36	15	20	18	12	1	2
		%	48.0%	29.5%	15.7%	54.7%	53.1%	49.9%	42.9%	37.5%	40.9%	58.7%	20.3%	23.2%
	New row/duplex	n	17	0	2	1	4	3	1	3	1	0	0	0
		%	3.5%	.0%	10.2%	1.0%	6.1%	4.1%	2.6%	5.5%	2.7%	.0%	.0%	.0%
	Pre-owned row/duplex	n	36	2	3	15	2	4	1	2	0	0	0	3
		%	7.7%	31.9%	13.9%	19.4%	3.0%	5.4%	3.0%	3.3%	.0%	.0%	.0%	31.6%
	New apartment	n	12	0	2	4	2	4	1	0	0	0	0	0
		%	2.6%	.0%	7.0%	5.3%	2.9%	5.0%	3.2%	.0%	.0%	.0%	.0%	.0%
	Pre-owned apartment	n	13	0	6	2	3	0	0	0	0	0	0	0
		%	2.8%	.0%	23.7%	2.4%	4.7%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Other	n	20	1	1	1	2	0	3	4	3	2	1	0
		%	4.3%	14.9%	3.6%	1.2%	2.6%	.0%	7.8%	7.4%	7.4%	8.2%	20.9%	.0%
	DK/NR	n	28	0	3	7	5	3	1	1	3	1	0	1
		%	5.9%	.0%	12.9%	8.8%	7.7%	3.8%	3.3%	2.3%	7.1%	5.6%	.0%	13.4%
Total	N_____		471	5	23	75	64	72	36	55	44	21	3	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Community in which most likely to buy house

			Overall	Community								
				North West Calgary	North East Calgary	North Calgary	Central Calgary	South East Calgary	South West Calgary	East Calgary	West Calgary	Other
	New single	n	119	41	13	2	5	9	28	4	4	9
		%	25.3%	32.9%	22.4%	15.0%	15.7%	21.0%	21.9%	82.6%	39.3%	21.4%
	Pre-owned single	n	226	56	31	10	12	28	57	0	3	20
		%	48.0%	44.2%	52.9%	71.7%	40.5%	67.4%	44.8%	.0%	30.3%	48.6%
	New row/duplex	n	17	4	1	0	0	1	8	0	0	1
		%	3.5%	3.4%	1.3%	.0%	.0%	2.1%	6.4%	.0%	.0%	2.0%
	Pre-owned row/duplex	n	36	5	8	1	6	0	14	0	0	1
		%	7.7%	4.1%	13.8%	8.2%	20.5%	.0%	10.8%	.0%	.0%	1.9%
	New apartment	n	12	5	0	0	2	0	4	0	1	0
		%	2.6%	4.0%	.0%	.0%	8.3%	.0%	2.9%	.0%	9.2%	.0%
	Pre-owned apartment	n	13	2	3	0	1	1	4	0	0	1
		%	2.8%	1.7%	5.5%	.0%	4.1%	2.1%	3.3%	.0%	.0%	3.1%
	Other	n	20	4	1	1	1	1	4	1	1	7
		%	4.3%	3.5%	1.2%	5.2%	3.2%	1.7%	2.8%	17.4%	6.6%	18.0%
	DK/NR	n	28	8	2	0	2	2	9	0	1	2
		%	5.9%	6.1%	2.9%	.0%	7.7%	5.7%	7.1%	.0%	14.6%	4.9%
Total	N_____		471	126	59	13	30	42	128	5	10	41
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Type of neighbourhood preferred

			Overall	Type of neighbourhood preferred				
				New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either	Other
	New single	n	119	63	30	12	2	0
		%	25.3%	66.6%	9.8%	52.9%	21.5%	.0%
	Pre-owned single	n	226	11	194	6	4	1
		%	48.0%	11.5%	63.3%	26.1%	45.6%	32.5%
	New row/duplex	n	17	6	8	0	0	0
		%	3.5%	6.9%	2.6%	.0%	.0%	.0%
	Pre-owned row/duplex	n	36	0	36	0	0	0
		%	7.7%	.0%	11.8%	.0%	.0%	.0%
	New apartment	n	12	5	6	0	0	1
		%	2.6%	5.3%	2.1%	.0%	.0%	35.9%
	Pre-owned apartment	n	13	1	12	0	0	0
		%	2.8%	1.3%	3.9%	.0%	.0%	.0%
	Other	n	20	6	6	4	2	1
		%	4.3%	6.2%	2.0%	17.7%	22.9%	31.6%
	DK/NR	n	28	2	14	1	1	0
		%	5.9%	2.1%	4.5%	3.3%	10.0%	.0%
Total	N_____		471	94	306	24	9	3
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	New single	n	119	0	22	33	25	14	9	8
		%	25.3%	.0%	23.1%	26.7%	28.9%	29.8%	21.1%	55.7%
	Pre-owned single	n	226	9	50	63	43	18	17	5
		%	48.0%	51.2%	52.4%	50.8%	49.1%	39.4%	37.8%	38.3%
	New row/duplex	n	17	2	2	3	3	2	2	1
		%	3.5%	9.4%	2.5%	2.4%	3.4%	4.4%	4.7%	6.1%
	Pre-owned row/duplex	n	36	3	10	9	3	5	4	0
		%	7.7%	18.7%	10.9%	7.5%	3.0%	10.6%	8.1%	.0%
	New apartment	n	12	1	1	5	2	0	3	0
		%	2.6%	3.4%	1.0%	4.0%	2.0%	.0%	6.8%	.0%
	Pre-owned apartment	n	13	0	5	3	2	0	1	0
		%	2.8%	.0%	5.3%	2.4%	2.5%	.0%	2.7%	.0%
	Other	n	20	0	3	5	2	4	7	0
		%	4.3%	.0%	2.6%	3.7%	1.9%	7.7%	16.0%	.0%
	DK/NR	n	28	3	2	3	8	4	1	0
		%	5.9%	17.4%	2.1%	2.5%	9.1%	8.2%	2.7%	.0%
Total	N_____		471	18	96	124	87	46	44	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	New single	n	119	56	63
		%	25.3%	29.4%	22.5%
	Pre-owned single	n	226	91	135
		%	48.0%	47.3%	48.4%
	New row/duplex	n	17	10	7
		%	3.5%	5.0%	2.5%
	Pre-owned row/duplex	n	36	4	32
		%	7.7%	1.9%	11.6%
	New apartment	n	12	9	4
		%	2.6%	4.4%	1.3%
	Pre-owned apartment	n	13	1	12
		%	2.8%	.5%	4.3%
	Other	n	20	10	10
		%	4.3%	5.1%	3.7%
	DK/NR	n	28	12	16
		%	5.9%	6.3%	5.6%
Total	N_____		471	192	279
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	New single	n	119	17	40	20	41	69	49
		%	25.3%	18.1%	25.0%	25.4%	30.1%	24.4%	26.4%
	Pre-owned single	n	226	37	73	35	80	113	112
		%	48.0%	39.2%	45.7%	44.4%	58.7%	40.0%	60.1%
	New row/duplex	n	17	5	8	3	1	15	2
		%	3.5%	5.3%	5.0%	3.8%	.6%	5.3%	.9%
	Pre-owned row/duplex	n	36	10	17	8	2	28	8
		%	7.7%	10.2%	10.8%	9.4%	1.4%	10.1%	4.1%
	New apartment	n	12	6	4	2	1	12	1
		%	2.6%	6.4%	2.5%	2.1%	.4%	4.1%	.3%
	Pre-owned apartment	n	13	6	5	0	2	13	0
		%	2.8%	6.4%	3.2%	.0%	1.5%	4.6%	.0%
	Other	n	20	5	5	6	5	14	6
		%	4.3%	4.8%	2.9%	7.4%	3.6%	4.8%	3.4%
	DK/NR	n	28	9	8	6	5	19	9
		%	5.9%	9.6%	4.9%	7.5%	3.6%	6.7%	4.7%
Total	N_____		471	93	159	80	137	283	186
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Type of home looking for by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	New single	n	119	2	55	34	15	11	0
		%	25.3%	6.9%	33.7%	23.7%	18.3%	35.8%	.0%
	Pre-owned single	n	226	15	75	83	36	9	3
		%	48.0%	57.0%	45.9%	57.4%	42.8%	27.7%	22.1%
	New row/duplex	n	17	2	3	3	4	6	0
		%	3.5%	5.8%	1.7%	2.0%	4.5%	17.9%	.0%
	Pre-owned row/duplex	n	36	7	10	7	12	0	0
		%	7.7%	25.4%	5.9%	4.6%	14.6%	.0%	.0%
	New apartment	n	12	0	0	2	6	3	2
		%	2.6%	.0%	.0%	1.3%	6.6%	9.6%	13.5%
	Pre-owned apartment	n	13	0	5	4	2	0	2
		%	2.8%	.0%	2.9%	2.6%	2.6%	.0%	17.8%
	Other	n	20	1	5	8	3	1	2
		%	4.3%	2.6%	3.2%	5.4%	4.1%	3.9%	12.7%
	DK/NR	n	28	1	11	4	5	2	5
		%	5.9%	2.3%	6.7%	3.0%	6.4%	5.2%	34.0%
Total	N_____		471	27	164	144	83	31	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Price of house looking for

			Overall	Price of home						
				Under $125,000	$125,000 - 150,000	$150,000 - 175,000	$175,000 - 200,000	$200,000 - 250,000	$250,000 - 500,000	Over $500,000
	Under 800 sq ft	n	5	3	0	0	0	1	1	0
		%	1.0%	3.6%	.0%	.0%	.0%	1.0%	2.0%	.0%
	800 - 1000 sq ft	n	23	9	8	4	0	0	2	0
		%	4.9%	11.7%	8.7%	3.7%	.0%	.0%	4.0%	.0%
	1001 - 1200 sq ft	n	75	26	18	22	4	5	2	0
		%	16.0%	32.5%	19.9%	20.3%	6.5%	7.0%	2.7%	.0%
	1201 - 1400 sq ft	n	64	11	11	21	8	8	3	0
		%	13.5%	14.2%	12.0%	19.6%	14.3%	10.6%	5.0%	.0%
	1401 - 1600 sq ft	n	72	2	20	22	11	8	7	1
		%	15.2%	2.6%	22.7%	21.0%	20.7%	11.2%	12.1%	14.1%
	1601 - 1800 sq ft	n	36	1	5	7	10	12	1	0
		%	7.6%	1.7%	5.3%	6.9%	17.6%	16.2%	2.0%	.0%
	1801 - 2000 sq ft	n	55	4	7	10	8	17	8	0
		%	11.6%	4.8%	7.4%	9.9%	14.9%	23.6%	13.8%	.0%
	2001 - 2500 sq ft	n	44	3	1	3	4	14	19	1
		%	9.4%	3.1%	1.0%	3.0%	7.4%	18.6%	33.4%	11.0%
	2501 - 3000 sq ft	n	21	1	1	3	2	3	10	0
		%	4.5%	1.7%	1.1%	2.5%	4.4%	4.6%	18.4%	.0%
	3001 - 3500 sq ft	n	3	0	0	0	1	1	1	1
		%	.7%	.0%	.0%	.0%	1.3%	1.0%	2.2%	9.4%
	Over 3500 sq ft	n	8	0	1	1	2	1	2	1
		%	1.7%	.0%	1.1%	1.0%	2.8%	1.5%	3.4%	19.9%
	DK/NR	n	65	20	18	13	5	3	1	3
		%	13.8%	24.2%	20.8%	12.1%	10.1%	4.8%	1.1%	45.6%
Total	N_____		471	81	89	106	55	72	56	7
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Under 800 sq ft	n	5	2	3	0
		%	1.0%	1.2%	1.0%	.0%
	800 - 1000 sq ft	n	23	7	15	1
		%	4.9%	4.6%	5.5%	5.0%
	1001 - 1200 sq ft	n	75	10	59	1
		%	16.0%	6.7%	20.9%	5.2%
	1201 - 1400 sq ft	n	64	21	40	0
		%	13.5%	13.6%	14.3%	.0%
	1401 - 1600 sq ft	n	72	29	41	0
		%	15.2%	19.2%	14.5%	.0%
	1601 - 1800 sq ft	n	36	16	16	2
		%	7.6%	10.7%	5.8%	11.0%
	1801 - 2000 sq ft	n	55	28	22	4
		%	11.6%	18.1%	7.9%	24.1%
	2001 - 2500 sq ft	n	44	20	18	3
		%	9.4%	12.9%	6.4%	19.6%
	2501 - 3000 sq ft	n	21	6	12	2
		%	4.5%	3.8%	4.4%	10.3%
	3001 - 3500 sq ft	n	3	2	1	1
		%	.7%	1.3%	.2%	4.1%
	Over 3500 sq ft	n	8	3	4	0
		%	1.7%	1.7%	1.6%	.0%
	DK/NR	n	65	9	50	3
		%	13.8%	6.2%	17.5%	20.7%
Total	N_____		471	153	283	17
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Structure)

			Overall	Structure					
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Other
	Under 800 sq ft	n	5	3	0	2	0	0	1
		%	1.0%	.7%	.0%	3.5%	.0%	.0%	15.8%
	800 - 1000 sq ft	n	23	7	0	6	8	1	0
		%	4.9%	1.8%	.0%	13.0%	26.8%	32.9%	.0%
	1001 - 1200 sq ft	n	75	50	6	13	6	0	0
		%	16.0%	13.4%	42.2%	29.8%	19.6%	.0%	.0%
	1201 - 1400 sq ft	n	64	47	1	6	6	2	2
		%	13.5%	12.6%	5.3%	13.3%	21.6%	67.1%	36.4%
	1401 - 1600 sq ft	n	72	60	1	5	4	0	0
		%	15.2%	16.2%	10.0%	12.5%	12.1%	.0%	.0%
	1601 - 1800 sq ft	n	36	32	1	1	1	0	1
		%	7.6%	8.7%	5.3%	2.4%	3.8%	.0%	21.0%
	1801 - 2000 sq ft	n	55	49	2	3	0	0	0
		%	11.6%	13.3%	14.2%	6.7%	.0%	.0%	.0%
	2001 - 2500 sq ft	n	44	43	1	0	0	0	0
		%	9.4%	11.7%	9.0%	.0%	.0%	.0%	.0%
	2501 - 3000 sq ft	n	21	21	0	0	0	0	0
		%	4.5%	5.7%	.0%	.0%	.0%	.0%	.0%
	3001 - 3500 sq ft	n	3	3	0	0	0	0	0
		%	.7%	.9%	.0%	.0%	.0%	.0%	.0%
	Over 3500 sq ft	n	8	5	1	2	0	0	0
		%	1.7%	1.5%	7.5%	3.5%	.0%	.0%	.0%
	DK/NR	n	65	50	1	7	5	0	1
		%	13.8%	13.5%	6.3%	15.3%	16.1%	.0%	26.9%
Total	N		471	370	13	43	30	2	4
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of house looking for (Ownership)

		Overall	Ownership type		
			Freehold	Condominium	Other
Under 800 sq ft	n	5	3	2	0
	%	1.0%	.8%	2.0%	.0%
800 - 1000 sq ft	n	23	10	11	0
	%	4.9%	2.5%	14.7%	.0%
1001 - 1200 sq ft	n	75	58	17	0
	%	16.0%	15.0%	22.1%	.0%
1201 - 1400 sq ft	n	64	51	9	1
	%	13.5%	13.4%	11.5%	100.0%
1401 - 1600 sq ft	n	72	60	11	0
	%	15.2%	15.5%	14.7%	.0%
1601 - 1800 sq ft	n	36	33	2	0
	%	7.6%	8.6%	2.4%	.0%
1801 - 2000 sq ft	n	55	49	6	0
	%	11.6%	12.7%	7.3%	.0%
2001 - 2500 sq ft	n	44	41	3	0
	%	9.4%	10.7%	4.4%	.0%
2501 - 3000 sq ft	n	21	19	1	0
	%	4.5%	5.0%	1.3%	.0%
3001 - 3500 sq ft	n	3	3	0	0
	%	.7%	.9%	.0%	.0%
Over 3500 sq ft	n	8	6	2	0
	%	1.7%	1.7%	2.0%	.0%
DK/NR	n	65	51	13	0
	%	13.8%	13.1%	17.6%	.0%
Total N		471	384	77	1
%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Community in which most likely to buy house

		Overall	Community								
			North West Calgary	North East Calgary	North Calgary	Central Calgary	South East Calgary	South West Calgary	East Calgary	West Calgary	Other
Under 800 sq ft	n	5	0	2	1	1	0	0	0	0	1
	%	1.0%	.0%	2.6%	10.4%	3.8%	.0%	.0%	.0%	.0%	1.7%
800 - 1000 sq ft	n	23	4	4	1	3	1	8	0	0	3
	%	4.9%	3.4%	7.1%	6.2%	9.0%	1.9%	6.2%	.0%	.0%	6.3%
1001 - 1200 sq ft	n	75	14	7	1	7	8	24	0	3	8
	%	16.0%	10.8%	12.2%	9.0%	22.3%	19.7%	18.7%	.0%	33.7%	19.1%
1201 - 1400 sq ft	n	64	19	11	3	2	4	15	1	0	4
	%	13.5%	15.5%	19.0%	25.2%	5.6%	9.7%	11.4%	17.4%	.0%	10.3%
1401 - 1600 sq ft	n	72	26	7	1	2	5	23	2	1	4
	%	15.2%	20.9%	12.2%	6.2%	7.6%	11.9%	18.2%	43.1%	8.9%	8.8%
1601 - 1800 sq ft	n	36	10	5	1	5	4	6	0	0	1
	%	7.6%	8.2%	8.8%	5.8%	17.4%	8.4%	4.6%	.0%	.0%	3.3%
1801 - 2000 sq ft	n	55	15	5	1	2	6	19	0	1	5
	%	11.6%	11.6%	8.2%	5.2%	8.0%	13.9%	14.8%	.0%	6.6%	13.2%
2001 - 2500 sq ft	n	44	14	4	1	1	7	9	1	2	6
	%	9.4%	11.0%	7.6%	6.5%	3.0%	17.0%	6.7%	13.7%	18.1%	14.5%
2501 - 3000 sq ft	n	21	7	1	0	0	1	9	1	1	2
	%	4.5%	5.3%	1.2%	.0%	.0%	3.2%	6.7%	25.8%	8.6%	3.9%
3001 - 3500 sq ft	n	3	0	0	1	0	1	1	0	0	1
	%	.7%	.0%	.0%	9.2%	.0%	1.7%	.5%	.0%	.0%	1.7%
Over 3500 sq ft	n	8	2	0	0	2	0	3	0	0	1
	%	1.7%	1.2%	.0%	.0%	5.2%	.0%	2.5%	.0%	.0%	1.6%
DK/NR	n	65	15	12	2	5	5	12	0	2	6
	%	13.8%	12.1%	21.1%	16.4%	18.1%	12.6%	9.6%	.0%	24.0%	15.6%
Total N		471	126	59	13	30	42	128	5	10	41
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Type of neighbourhood preferred

		Overall	Type of neighbourhood preferred				
			New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm /Acreage	Does not matter/Either	Other
Under 800 sq ft	n	5	0	4	1	0	0
	%	1.0%	.0%	1.3%	3.0%	.0%	.0%
800 - 1000 sq ft	n	23	3	20	0	0	0
	%	4.9%	3.6%	6.5%	.0%	.0%	.0%
1001 - 1200 sq ft	n	75	5	62	1	2	1
	%	16.0%	5.8%	20.4%	4.0%	17.2%	35.9%
1201 - 1400 sq ft	n	64	13	43	2	0	0
	%	13.5%	13.5%	14.1%	8.3%	.0%	.0%
1401 - 1600 sq ft	n	72	20	44	5	1	0
	%	15.2%	21.0%	14.4%	19.2%	10.8%	.0%
1601 - 1800 sq ft	n	36	9	23	0	1	0
	%	7.6%	9.6%	7.5%	.0%	15.1%	.0%
1801 - 2000 sq ft	n	55	16	25	6	2	0
	%	11.6%	17.4%	8.0%	24.0%	24.3%	.0%
2001 - 2500 sq ft	n	44	16	20	4	2	1
	%	9.4%	17.0%	6.6%	18.7%	17.6%	31.6%
2501 - 3000 sq ft	n	21	5	13	2	0	0
	%	4.5%	5.1%	4.3%	10.2%	.0%	.0%
3001 - 3500 sq ft	n	3	2	1	1	0	0
	%	.7%	2.1%	.2%	3.0%	.0%	.0%
Over 3500 sq ft	n	8	1	4	0	0	0
	%	1.7%	1.5%	1.4%	.0%	.0%	.0%
DK/NR	n	65	3	47	2	1	1
	%	13.8%	3.4%	15.3%	9.5%	15.1%	32.5%
Total N		471	94	306	24	9	3
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Total household income

		Overall	Household income						
			Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
Under 800 sq ft	n	5	0	3	1	1	0	0	0
	%	1.0%	.0%	3.0%	.6%	1.3%	.0%	.0%	.0%
800 - 1000 sq ft	n	23	2	10	6	2	1	0	0
	%	4.9%	13.8%	10.9%	5.1%	2.6%	1.8%	.0%	.0%
1001 - 1200 sq ft	n	75	1	18	24	14	5	4	0
	%	16.0%	6.6%	19.1%	19.5%	15.9%	10.3%	10.1%	.0%
1201 - 1400 sq ft	n	64	4	15	18	14	2	1	1
	%	13.5%	24.6%	15.6%	14.5%	15.6%	4.9%	2.0%	4.9%
1401 - 1600 sq ft	n	72	0	8	20	21	9	5	2
	%	15.2%	.0%	8.9%	15.8%	24.5%	20.3%	11.5%	15.5%
1601 - 1800 sq ft	n	36	1	5	10	6	8	4	0
	%	7.6%	7.6%	5.6%	7.8%	7.2%	17.8%	9.4%	.0%
1801 - 2000 sq ft	n	55	0	10	12	8	8	10	2
	%	11.6%	.0%	10.2%	9.6%	8.8%	18.2%	22.8%	13.2%
2001 - 2500 sq ft	n	44	1	4	7	8	7	10	2
	%	9.4%	4.9%	4.5%	5.4%	9.5%	14.2%	23.4%	17.0%
2501 - 3000 sq ft	n	21	1	0	4	2	5	4	2
	%	4.5%	5.7%	.0%	3.0%	2.9%	11.0%	8.6%	16.6%
3001 - 3500 sq ft	n	3	0	0	0	0	1	1	1
	%	.7%	.0%	.0%	.0%	.0%	1.6%	3.1%	8.9%
Over 3500 sq ft	n	8	0	2	3	1	0	1	2
	%	1.7%	.0%	1.6%	2.6%	1.2%	.0%	1.5%	11.2%
DK/NR	n	65	7	20	20	9	0	3	2
	%	13.8%	36.8%	20.6%	16.3%	10.5%	.0%	7.5%	12.7%
Total N		471	18	96	124	87	46	44	14
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Own/rent

		Overall	Own or Rent Home	
			Own	Rent
Under 800 sq ft	n	5	2	3
	%	1.0%	1.1%	.9%
800 - 1000 sq ft	n	23	7	16
	%	4.9%	3.6%	5.9%
1001 - 1200 sq ft	n	75	19	56
	%	16.0%	10.0%	20.2%
1201 - 1400 sq ft	n	64	24	40
	%	13.5%	12.3%	14.3%
1401 - 1600 sq ft	n	72	33	39
	%	15.2%	17.0%	14.0%
1601 - 1800 sq ft	n	36	13	22
	%	7.6%	7.0%	8.1%
1801 - 2000 sq ft	n	55	33	21
	%	11.6%	17.4%	7.6%
2001 - 2500 sq ft	n	44	36	8
	%	9.4%	18.9%	2.9%
2501 - 3000 sq ft	n	21	9	12
	%	4.5%	4.8%	4.2%
3001 - 3500 sq ft	n	3	2	1
	%	.7%	1.1%	.4%
Over 3500 sq ft	n	8	4	4
	%	1.7%	2.3%	1.3%
DK/NR	n	65	9	56
	%	13.8%	4.5%	20.2%
Total N		471	192	279
%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Under 800 sq ft	n	5	1	2	0	2	3	2
		%	1.0%	1.5%	1.0%	.0%	1.3%	1.0%	1.0%
	800 - 1000 sq ft	n	23	11	8	4	1	20	3
		%	4.9%	11.5%	5.1%	4.9%	.4%	7.2%	1.6%
	1001 - 1200 sq ft	n	75	14	34	14	13	49	26
		%	16.0%	15.5%	21.5%	17.5%	9.4%	17.3%	14.2%
	1201 - 1400 sq ft	n	64	12	23	10	18	44	19
		%	13.5%	12.7%	14.5%	12.7%	12.8%	15.4%	10.2%
	1401 - 1600 sq ft	n	72	19	24	12	18	47	25
		%	15.2%	20.0%	14.8%	14.6%	13.0%	16.6%	13.4%
	1601 - 1800 sq ft	n	36	7	13	6	10	22	13
		%	7.6%	7.5%	8.1%	7.2%	7.5%	8.0%	7.2%
	1801 - 2000 sq ft	n	55	3	18	13	20	24	30
		%	11.6%	3.2%	11.2%	16.7%	14.8%	8.5%	16.3%
	2001 - 2500 sq ft	n	44	4	5	9	26	13	31
		%	9.4%	4.4%	3.3%	11.0%	19.2%	4.8%	16.6%
	2501 - 3000 sq ft	n	21	4	10	3	5	15	6
		%	4.5%	4.0%	6.0%	3.7%	3.5%	5.3%	3.3%
	3001 - 3500 sq ft	n	3	0	1	0	3	2	1
		%	.7%	.0%	.5%	.0%	1.9%	.7%	.7%
	Over 3500 sq ft	n	8	0	5	0	3	5	3
		%	1.7%	.0%	3.0%	.0%	2.4%	1.7%	1.8%
	DK/NR	n	65	18	18	9	19	38	26
		%	13.8%	19.7%	11.1%	11.7%	13.7%	13.5%	13.8%
Total	N_____		471	93	159	80	137	283	186
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Size of home looking for by Respondent age

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
Under 800 sq ft	n	5	0	3	1	1	0	0
	%	1.0%	.0%	1.6%	1.0%	.8%	.0%	.0%
800 - 1000 sq ft	n	23	1	13	5	4	0	0
	%	4.9%	3.2%	8.1%	3.8%	4.4%	.0%	.0%
1001 - 1200 sq ft	n	75	8	28	22	11	1	4
	%	16.0%	27.8%	16.9%	15.2%	13.1%	3.7%	29.6%
1201 - 1400 sq ft	n	64	1	17	19	12	10	3
	%	13.5%	3.2%	10.5%	13.2%	14.7%	33.3%	18.3%
1401 - 1600 sq ft	n	72	1	27	19	18	6	0
	%	15.2%	2.4%	16.7%	13.2%	21.4%	18.2%	.0%
1601 - 1800 sq ft	n	36	2	12	12	8	1	1
	%	7.6%	6.3%	7.5%	8.2%	9.2%	3.6%	8.9%
1801 - 2000 sq ft	n	55	5	17	20	10	3	0
	%	11.6%	18.5%	10.6%	13.8%	11.5%	8.5%	.0%
2001 - 2500 sq ft	n	44	0	15	17	8	3	2
	%	9.4%	.0%	9.2%	11.5%	10.0%	8.4%	12.2%
2501 - 3000 sq ft	n	21	2	5	10	2	3	0
	%	4.5%	5.6%	3.3%	6.7%	2.0%	9.1%	.0%
3001 - 3500 sq ft	n	3	0	3	1	0	0	0
	%	.7%	.0%	1.6%	.5%	.0%	.0%	.0%
Over 3500 sq ft	n	8	1	3	3	1	1	0
	%	1.7%	3.7%	1.6%	1.8%	.8%	3.6%	.0%
DK/NR	n	65	8	20	16	10	4	4
	%	13.8%	29.2%	12.3%	11.3%	12.0%	11.5%	30.9%
Total N_____		471	27	164	144	83	31	14
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (New/Pre-owned)

			Overall	New/Pre-owned		
				Brand new	Pre-owned	Other
	Under $125,000	n	81	10	64	2
		%	17.1%	6.4%	22.7%	9.3%
	$125,000 - 150,000	n	89	27	57	2
		%	18.9%	17.6%	20.1%	11.0%
	$150,000 - 175,000	n	106	31	68	3
		%	22.5%	20.2%	24.1%	15.6%
	$175,000 - 200,000	n	55	21	32	2
		%	11.6%	13.8%	11.2%	11.0%
	$200,000 - 250,000	n	72	33	32	3
		%	15.4%	21.7%	11.5%	20.2%
	$250,000 - 500,000	n	56	26	26	3
		%	11.9%	16.7%	9.1%	17.9%
	Over $500,000	n	7	4	2	1
		%	1.5%	2.3%	.9%	7.2%
	DK/NR	n	5	2	1	1
		%	1.1%	1.3%	.4%	7.9%
Total	N		471	153	283	17
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Structure)

			Overall	Structure					
				Single detached	Semi-detached/duplex	Row/Town house	Apartment	Condominium	Other
	Under $125,000	n	81	46	5	13	11	1	2
		%	17.1%	12.5%	37.5%	31.1%	35.6%	32.9%	36.4%
	$125,000 - 150,000	n	89	63	2	15	8	0	0
		%	18.9%	17.1%	17.6%	34.5%	28.3%	.0%	.0%
	$150,000 - 175,000	n	106	90	1	8	5	2	1
		%	22.5%	24.3%	7.5%	18.1%	16.1%	67.1%	21.0%
	$175,000 - 200,000	n	55	47	1	4	1	0	0
		%	11.6%	12.8%	10.1%	8.6%	2.6%	.0%	.0%
	$200,000 - 250,000	n	72	64	2	2	3	0	1
		%	15.4%	17.4%	12.0%	3.8%	9.4%	.0%	15.8%
	$250,000 - 500,000	n	56	49	1	2	2	0	0
		%	11.9%	13.2%	9.0%	3.8%	8.0%	.0%	.0%
	Over $500,000	n	7	5	1	0	0	0	1
		%	1.5%	1.4%	6.3%	.0%	.0%	.0%	26.9%
	DK/NR	n	5	5	0	0	0	0	0
		%	1.1%	1.4%	.0%	.0%	.0%	.0%	.0%
Total	N_____		471	370	13	43	30	2	4
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of house looking for (Ownership)

			Overall	Ownership type		
				Freehold	Condominium	Other
	Under $125,000	n	81	52	26	1
		%	17.1%	13.5%	34.0%	100.0%
	$125,000 - 150,000	n	89	67	21	0
		%	18.9%	17.4%	27.1%	.0%
	$150,000 - 175,000	n	106	96	10	0
		%	22.5%	25.0%	13.2%	.0%
	$175,000 - 200,000	n	55	46	7	0
		%	11.6%	12.0%	9.7%	.0%
	$200,000 - 250,000	n	72	66	5	0
		%	15.4%	17.1%	6.8%	.0%
	$250,000 - 500,000	n	56	47	6	0
		%	11.9%	12.1%	7.3%	.0%
	Over $500,000	n	7	6	1	0
		%	1.5%	1.7%	1.1%	.0%
	DK/NR	n	5	4	1	0
		%	1.1%	1.1%	.9%	.0%
Total	N		471	384	77	1
	%		100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Size of house looking for (sq ft)

			Overall	Size of home (sq ft)										
				Under 800 sq ft	800 - 1000 sq ft	1001 - 1200 sq ft	1201 - 1400 sq ft	1401 - 1600 sq ft	1601 - 1800 sq ft	1801 - 2000 sq ft	2001 - 2500 sq ft	2501 - 3000 sq ft	3001 - 3500 sq ft	Over 3500 sq ft
	Under $125,000	n	81	3	9	26	11	2	1	4	3	1	0	0
		%	17.1%	61.4%	40.4%	34.6%	18.0%	2.9%	3.8%	7.0%	5.7%	6.4%	.0%	.0%
	$125,000 - 150,000	n	89	0	8	18	11	20	5	7	1	1	0	1
		%	18.9%	.0%	33.3%	23.4%	16.7%	28.0%	13.0%	12.1%	2.0%	4.6%	.0%	12.4%
	$150,000 - 175,000	n	106	0	4	22	21	22	7	10	3	3	0	1
		%	22.5%	.0%	16.7%	28.5%	32.7%	31.1%	20.6%	19.2%	7.3%	12.5%	.0%	13.4%
	$175,000 - 200,000	n	55	0	0	4	8	11	10	8	4	2	1	2
		%	11.6%	.0%	.0%	4.7%	12.2%	15.7%	26.8%	14.9%	9.1%	11.4%	21.7%	19.1%
	$200,000 - 250,000	n	72	1	0	5	8	8	12	17	14	3	1	1
		%	15.4%	14.9%	.0%	6.7%	12.0%	11.4%	32.7%	31.3%	30.4%	15.8%	20.9%	13.6%
	$250,000 - 500,000	n	56	1	2	2	3	7	1	8	19	10	1	2
		%	11.9%	23.7%	9.6%	2.0%	4.4%	9.4%	3.2%	14.3%	42.3%	49.2%	37.1%	23.6%
	Over $500,000	n	7	0	0	0	0	1	0	0	1	0	1	1
		%	1.5%	.0%	.0%	.0%	.0%	1.4%	.0%	.0%	1.8%	.0%	20.3%	17.8%
	DK/NR	n	5	0	0	0	2	0	0	1	1	0	0	0
		%	1.1%	.0%	.0%	.0%	3.8%	.0%	.0%	1.1%	1.5%	.0%	.0%	.0%
Total	N		471	5	23	75	84	72	38	55	44	21	3	8
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Community in which most likely to buy house

		Overall	Community								
			North West Calgary	North East Calgary	North Calgary	Central Calgary	South East Calgary	South West Calgary	East Calgary	West Calgary	Other
Under $125,000	n	81	15	15	4	5	10	14	2	4	11
	%	17.1%	11.5%	24.8%	26.8%	15.6%	24.0%	10.7%	38.7%	36.1%	26.4%
$125,000 - 150,000	n	89	23	17	3	10	4	21	1	0	6
	%	18.9%	18.3%	29.4%	20.9%	32.2%	10.6%	16.2%	21.7%	.0%	15.0%
$150,000 - 175,000	n	106	29	15	4	4	11	31	0	1	5
	%	22.5%	23.2%	24.6%	31.6%	14.2%	27.0%	24.2%	.0%	12.2%	10.9%
$175,000 - 200,000	n	55	13	5	0	4	5	20	2	1	4
	%	11.6%	10.1%	8.1%	.0%	12.7%	11.8%	15.6%	39.5%	9.4%	9.3%
$200,000 - 250,000	n	72	23	6	2	2	6	23	0	1	8
	%	15.4%	18.4%	10.0%	11.5%	6.7%	14.0%	18.0%	.0%	8.5%	18.2%
$250,000 - 500,000	n	56	20	1	1	4	5	18	0	3	4
	%	11.9%	15.8%	1.4%	9.2%	14.4%	10.8%	14.3%	.0%	33.8%	9.0%
Over $500,000	n	7	1	1	0	1	1	1	0	0	3
	%	1.5%	.6%	1.7%	.0%	4.2%	1.9%	.5%	.0%	.0%	6.5%
DK/NR	n	5	2	0	0	0	0	1	0	0	2
	%	1.1%	1.9%	.0%	.0%	.0%	.0%	.5%	.0%	.0%	4.7%
Total N		471	126	59	13	30	42	128	5	10	41
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Type of neighbourhood preferred

		Overall	Type of neighbourhood preferred				
			New subdivn/development	Established neighbourhood	Rural/Semi-rural/Farm/Acreage	Does not matter/Either	Other
Under $125,000	n	81	4	65	3	0	1
	%	17.1%	4.7%	21.1%	14.1%	.0%	35.9%
$125,000 - 150,000	n	89	19	59	2	2	0
	%	18.9%	20.4%	19.3%	7.8%	17.2%	.0%
$150,000 - 175,000	n	106	13	81	4	3	0
	%	22.5%	13.7%	26.4%	15.6%	29.3%	.0%
$175,000 - 200,000	n	55	15	30	2	2	1
	%	11.6%	16.0%	9.6%	10.2%	20.8%	32.5%
$200,000 - 250,000	n	72	23	37	5	1	0
	%	15.4%	24.0%	12.2%	20.6%	10.0%	.0%
$250,000 - 500,000	n	56	16	32	6	1	1
	%	11.9%	17.1%	10.3%	26.6%	7.6%	31.6%
Over $500,000	n	7	3	3	1	0	0
	%	1.5%	2.9%	1.1%	5.1%	.0%	.0%
DK/NR	n	5	1	0	0	1	0
	%	1.1%	1.3%	.0%	.0%	15.1%	.0%
Total N		471	94	306	24	9	3
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Under $125,000	n	81	9	30	24	6	1	5	0
		%	17.1%	51.5%	31.4%	19.5%	7.0%	2.6%	10.3%	.0%
	$125,000 - 150,000	n	89	3	26	35	8	4	1	1
		%	18.9%	19.1%	26.7%	27.8%	9.3%	9.2%	2.7%	9.1%
	$150,000 - 175,000	n	106	2	23	40	25	6	4	1
		%	22.5%	9.0%	23.6%	32.0%	28.6%	12.8%	9.7%	6.7%
	$175,000 - 200,000	n	55	1	8	9	12	14	2	1
		%	11.6%	5.4%	8.3%	7.4%	13.9%	30.7%	3.9%	7.7%
	$200,000 - 250,000	n	72	2	3	10	24	15	13	0
		%	15.4%	9.4%	3.2%	8.3%	27.7%	32.3%	28.9%	.0%
	$250,000 - 500,000	n	56	1	5	4	12	6	17	8
		%	11.9%	5.7%	5.7%	3.1%	13.5%	12.3%	38.4%	54.3%
	Over $500,000	n	7	0	1	2	0	0	1	2
		%	1.5%	.0%	1.1%	2.0%	.0%	.0%	3.0%	17.4%
	DK/NR	n	5	0	0	0	0	0	1	1
		%	1.1%	.0%	.0%	.0%	.0%	.0%	3.0%	4.8%
Total	N		471	18	96	124	87	46	44	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Own/rent

			Overall	Own or Rent Home	
				Own	Rent
	Under $125,000	n	81	16	64
		%	17.1%	8.5%	23.0%
	$125,000 - 150,000	n	89	22	67
		%	18.9%	11.4%	23.9%
	$150,000 - 175,000	n	106	32	74
		%	22.5%	16.8%	26.5%
	$175,000 - 200,000	n	55	28	27
		%	11.6%	14.3%	9.7%
	$200,000 - 250,000	n	72	48	25
		%	15.4%	25.0%	8.8%
	$250,000 - 500,000	n	56	40	16
		%	11.9%	20.8%	5.8%
	Over $500,000	n	7	5	2
		%	1.5%	2.5%	.9%
	DK/NR	n	5	1	4
		%	1.1%	.7%	1.3%
Total	N_____		471	192	279
	%		100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Household size and Children in household

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
Under $125,000	n	81	19	29	14	18	55	26
	%	17.1%	20.8%	18.0%	17.9%	13.3%	19.3%	13.9%
$125,000 - 150,000	n	89	20	30	17	21	52	35
	%	18.9%	21.1%	18.7%	21.1%	15.1%	18.5%	18.5%
$150,000 - 175,000	n	106	22	39	15	30	68	38
	%	22.5%	23.7%	24.4%	19.2%	21.8%	24.0%	20.6%
$175,000 - 200,000	n	55	11	22	12	9	36	19
	%	11.6%	11.6%	14.1%	15.3%	6.6%	12.6%	10.1%
$200,000 - 250,000	n	72	13	19	8	32	37	36
	%	15.4%	14.3%	11.9%	10.2%	23.4%	12.9%	19.3%
$250,000 - 500,000	n	56	8	19	9	21	31	25
	%	11.9%	8.5%	12.0%	10.7%	15.1%	10.9%	13.6%
Over $500,000	n	7	0	0	2	5	2	5
	%	1.5%	.0%	.0%	2.6%	3.8%	.8%	2.7%
DK/NR	n	5	0	1	2	1	3	2
	%	1.1%	.0%	.8%	3.1%	.9%	.9%	1.3%
Total N		471	93	159	80	137	283	186
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Price of home looking for by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Under $125,000	n	81	13	25	24	11	4	2
		%	17.1%	49.2%	15.0%	16.9%	13.4%	12.0%	13.5%
	$125,000 - 150,000	n	89	4	28	24	21	6	6
		%	18.9%	13.4%	17.2%	16.9%	25.3%	19.0%	40.3%
	$150,000 - 175,000	n	106	5	49	29	14	3	3
		%	22.5%	20.2%	29.7%	20.4%	17.1%	9.8%	20.4%
	$175,000 - 200,000	n	55	0	22	13	13	3	1
		%	11.6%	.0%	13.3%	8.7%	15.3%	10.5%	6.8%
	$200,000 - 250,000	n	72	4	21	31	11	4	2
		%	15.4%	14.8%	12.8%	21.7%	13.0%	11.3%	13.1%
	$250,000 - 500,000	n	56	1	15	17	11	10	1
		%	11.9%	2.4%	9.4%	12.1%	13.7%	33.6%	5.9%
	Over $500,000	n	7	0	3	2	1	1	0
		%	1.5%	.0%	1.8%	1.6%	.8%	3.9%	.0%
	DK/NR	n	5	0	1	2	1	0	0
		%	1.1%	.0%	.8%	1.7%	1.5%	.0%	.0%
Total	N_____		471	27	164	144	83	31	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home purchase intenders] [Data are weighted]

Renovation intentions

	n	%
Strong (Ready to Renovate)	377	19.1%
Moderate (Thinking of Renovating)	281	14.2%
Potential Renovator	286	14.5%
Not intending to renovate	1030	52.2%
Total	1974	100.0%

[BASE=All home owners] [Data are weighted]

Renovation Intender Profile: Residence

Area of residence in Calgary	n	%
Central	106	11.2%
North West	118	12.5%
North	115	12.2%
North East	125	13.3%
East	84	8.9%
South East	44	4.7%
South	221	23.4%
West	63	6.7%
Other/Wrong	55	5.8%
DON'T KNOW/REFUSED	12	1.3%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	n	%
18-24	16	1.7%
25-34	195	20.7%
35-44	336	35.6%
45-54	196	20.8%
55-64	106	11.3%
65 +	63	6.7%
DK/NR	31	3.3%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Age

	N	Mean age	Median age
	912	44	42

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Gender

	n	%
Male	326	34.5%
Female	617	65.5%
Total	942	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Household composition

Household size [# persons]	n	%
1	114	12.1%
2	248	26.3%
3	173	18.3%
4 or more	401	42.5%
DK/NR	7	.8%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Children under 18 years of age in household

	n	%
No	443	46.9%
Yes	490	51.9%
DK/NR	11	1.1%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Renovation Intender Profile: Total household income

	n	%
Under $20,000	19	2.0%
$ 20,000- 40,000	114	12.1%
$ 40,000- 60,000	240	25.5%
$ 60,000- 80,000	177	18.7%
$ 80,000-100,000	108	11.5%
$100,000-200,000	108	11.4%
$200,000 or more	14	1.5%
DK/NR	163	17.3%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 12 months

	n	%
Low	74	7.8%
50/50	229	24.2%
High	639	67.7%
DK	2	.2%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Chances of renovating in next 6 months

	n	%
Low	272	29.1%
50/50	211	22.6%
High	453	48.3%
Total	936	100.0%

[BASE=All home renovation intenders] [Data are weighted]

All home renovations planned

Renovations	n	%
NET: PAINT / WALLPAPER	412	43.7%
NET: KITCHEN	107	11.3%
NET: BATHROOM	147	15.6%
NET: CARPET / FLOORING	259	27.5%
NET: REC ROOM	155	16.4%
Paint/Wallpaper: one room	59	6.2%
Paint/Wallpaper: more than one room	222	23.5%
Paint/Wallpaper: whole house	129	13.7%
Kitchen: cabinets/counter tops	54	5.7%
Kitchen: complete renovation	55	5.9%
Bathroom: fixtures	23	2.4%
Bathroom: tile	29	3.1%
Bathroom: complete renovation	81	8.6%
Bathroom: addition/basement conversn	21	2.2%
Carpet/Flooring: one room	58	6.1%
Carpet/Flooring: more than one room	120	12.7%
Carpet/Flooring: whole house	76	8.0%
Rec Room: new addition	17	1.8%
Rec Room: basement conversion	141	15.0%
Add a fireplace	12	1.3%
Add a pool	2	.2%
Add/refurbish closets	14	1.5%
Build a garage	27	2.8%
Deck/Patio	90	9.5%
Doors	23	2.4%
Exterior painting/stucco	50	5.3%
Fence	30	3.1%
Foundation	0	.0%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted (Continued...)

All home renovations planned (Continued...)

Renovations	n	%
Furnace	18	1.9%
Hot water heater	3	.3%
Ornamental lighting	3	.3%
Roofing	26	2.7%
Windows	56	5.9%
Wiring	9	1.0%
Paint/Wallpaper (unspecified)	4	.4%
Carpet/Flooring (unspecified)	11	1.1%
Basement (unspecified)	13	1.4%
Renovation/Redecoration (unspecified)	23	2.4%
Drywall/Plastering	6	.7%
Siding	7	.8%
Driveway/Sidewalk	12	1.3%
Addition/Extension/Add room(s)	50	5.3%
Remove/Replace/Erect walls	16	1.7%
Landscaping	18	1.9%
Insulation	6	.7%
The whole house/Everything (unspecified)	0	.0%
Plumbing	6	.6%
Air conditioning/Air cleaning/Filters	0	.0%
Eavestroughs/Gutters	3	.3%
Brickwork/Masonry	1	.1%
New furnishings	13	1.4%
Chimney repairs/New	0	.0%
Other renovations	219	23.2%
None	0	.0%
DON'T KNOW/REFUSED	8	.9%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

The most important renovation project planned

	n	%
Paint/Wallpaper: 1 room	33	3.6%
Paint/Wallpaper: 2+ rooms	126	13.8%
Paint/Wpaper: House	75	8.3%
Kitchen: Cabinet/Counter	32	3.5%
Kitchen: Complete Renovation	43	4.7%
Bathroom: Fixtures	7	.8%
Bathroom: Tile	12	1.3%
Bathroom: Complete Renovation	51	5.6%
Bathroom: Addition/Conversion	13	1.4%
Carpet/Floor: 1 room	22	2.5%
Carpet/Floor: 2+ rooms	69	7.6%
Carpet/Floor: House	44	4.8%
Rec Room: New addition	9	1.0%
Rec Room: Conversion	83	9.2%
Add fireplace	6	.7%
Add pool/hot tub	1	.1%
Add/Refurbish Closets/cabinets	4	.4%
Build garage	13	1.4%
Deck/Patio	44	4.8%
Doors	5	.6%
Ext painting/stucco	19	2.1%
Fence	14	1.5%
Furnace	13	1.4%
Ornamental lighting	1	.1%
Roofing	18	2.0%
Windows	23	2.5%
Paint/Wallpaper: Unspecified	2	.2%
Carpet/Floor: Unspecified	8	.9%

[BASE=All home renovation intenders] [Data are weighted] (Continued...)

The most important renovation project planned (Continued...)

		n	%
	Basement: Unspecified	7	.7%
	Renovate/Decorate	17	1.9%
	Drywall/Plastering	3	.3%
	Siding	2	.2%
	Driveway/Sidewalk	7	.7%
	Addition/Extension	32	3.5%
	Wall: Remove/Replace	5	.6%
	Landscaping	7	.7%
	Insulation	3	.3%
	Plumbing	2	.3%
	Eavestroughing/Gutters	1	.1%
	Fixtures/Upholstery/Window coverings...	4	.4%
	Miscellaneous	34	3.7%
Total		910	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do the renovations

	n	%
Do it myself	412	43.7%
Some contracted help	215	22.8%
General handyman	27	2.9%
Skilled tradesperson	144	15.3%
General contractor	98	10.4%
Architect/ Engineer	4	.4%
Someone else	1	.1%
Family/ Friends	14	1.5%
Retailer/ Manufacturer	2	.2%
Myself & family/ friends	1	.2%
Miscellaneous	3	.3%
DK/NR	22	2.3%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on all renovations

	n	%
Up to $500	118	12.5%
$ 501 - 1,000	70	7.4%
$1,001 - 2,500	105	11.1%
$2,501 - 5,000	176	18.6%
$5,001 -10,000	121	12.8%
Over $10,000	113	12.0%
DK/NR	241	25.6%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on all renovations

	N	Mean $	Median $
	702	$7,373.15	$4,000.00

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	n	%
Up to $500	186	19.8%
$ 501 - 1,000	87	9.2%
$1,001 - 2,500	117	12.4%
$2,501 - 5,000	169	17.9%
$5,001 -10,000	78	8.3%
Over $10,000	69	7.4%
DK/NR	237	25.1%
Total	943	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount to be spent on most important renovation

	N	Mean $	Median $
	707	$4,830.65	$2,000.00

[BASE=All home renovation intenders] [Data are weighted]

Pre-renovation activities

	n	%
Contacted contractor: renovation info	208	22.1%
Talked to building materials supplier	304	32.3%
Read publications: renovation info	449	47.6%
Watched TV pgms/videos on renovations	559	59.2%
None of these	166	17.6%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Reasons decided not to renovate

Reasons	n	%
Change in hhold financial situation	8	27.2%
Change in household job situation	0	.0%
Cost is too high	1	4.7%
Sold existing house	0	.0%
Satisfied with existing home	3	8.2%
Just renovated existing home	3	9.5%
Just bought a home	2	6.4%
Don't want to make a mess/hassle	1	2.0%
Kids moved back/moved away	0	.0%
No time/Too busy	4	12.5%
Not the right time of year	0	.0%
Want to move/Trying to sell	3	8.2%
Personal reasons	0	.0%
Age factor	2	5.4%
Don't need/Have a new house	1	2.5%
Don't need (unspecified)	1	1.8%
Other reasons not to renovate	13	41.2%
DON'T KNOW/REFUSED	1	3.0%

[BASE=Those not intending to renovate (considered/rejected idea within past 6 months)]
[Data are weighted]

Note: Multiple responses accepted

Circumstances under which consider renovating

Inducements	n	%
Change in hhold financial situation	92	15.2%
Change in household job situation	2	.3%
Thinking of selling home	9	1.6%
Bought an older home	1	.1%
Deterioration of existing home	88	14.5%
Develop health/mobility problems	7	1.2%
Want to change style of existing home	4	.6%
Kids moved back/moved away	5	.8%
Nothing/Like my existing home	295	48.8%
Disaster	26	4.3%
Increase in household size	7	1.2%
Home needs to be older/too new	18	2.9%
Already done/Don't need	17	2.9%
Don't want to/No intentions	7	1.1%
Win lottery/Other windfall	8	1.3%
Other reconsideration factors	102	16.9%
DON'T KNOW/REFUSED	30	4.9%

[BASE=Those not intending to renovate] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Current residence of respondent

			Overall	Area of residence in Calgary								
				Central	North West	North	North East	East	South East	South	West	Other/Wrong
	Strong (Ready to Renovate)	n	377	45	49	40	51	24	20	91	31	20
		%	40.0%	42.1%	41.6%	35.1%	40.8%	28.9%	45.4%	41.2%	48.6%	36.8%
	Moderate (Thinking of Renovating)	n	281	34	30	35	34	35	11	65	14	18
		%	29.8%	32.6%	25.8%	30.3%	27.4%	41.3%	23.8%	29.6%	22.8%	32.8%
	Potential Renovator	n	286	27	38	40	40	25	14	64	18	17
		%	30.3%	25.3%	32.5%	34.6%	31.9%	29.8%	30.8%	29.2%	28.6%	30.4%
Total	N		943	106	118	115	125	84	44	221	63	55
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Strong (Ready to Renovate)	n	377	8	33	90	73	50	58	6
		%	40.0%	41.9%	29.1%	37.4%	41.3%	45.9%	53.5%	40.7%
	Moderate (Thinking of Renovating)	n	281	4	31	79	55	29	31	4
		%	29.8%	19.6%	27.0%	32.9%	30.9%	26.4%	28.9%	27.3%
	Potential Renovator	n	286	7	50	71	49	30	19	5
		%	30.3%	38.6%	43.9%	29.7%	27.8%	27.8%	17.6%	32.1%
Total	N		943	19	114	240	177	108	108	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Strong (Ready to Renovate)	n	377	44	92	68	170	161	212
		%	40.0%	38.1%	37.3%	39.6%	42.4%	36.5%	43.2%
	Moderate (Thinking of Renovating)	n	281	25	78	52	123	132	146
		%	29.8%	22.1%	31.6%	29.9%	30.7%	29.8%	29.7%
	Potential Renovator	n	286	45	77	53	108	149	133
		%	30.3%	39.8%	31.1%	30.5%	26.9%	33.7%	27.1%
Total	N		943	114	248	173	401	443	490
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Strong (Ready to Renovate)	n	377	7	86	139	72	41	22
		%	40.0%	41.9%	44.2%	41.4%	36.6%	38.5%	35.0%
	Moderate (Thinking of Renovating)	n	281	6	66	91	70	26	13
		%	29.8%	38.6%	34.0%	27.1%	35.8%	24.4%	19.9%
	Potential Renovator	n	286	3	43	106	54	39	28
		%	30.3%	19.5%	21.8%	31.5%	27.6%	37.1%	45.0%
Total	N		943	16	195	336	196	106	63
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by All home renovations planned

		Overall	All renovations planned						
			Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External constructio n/ Repair	All other renovations
Strong (Ready to Renovate)	n	377	185	44	66	102	87	81	86
	%	40.0%	44.9%	41.0%	44.6%	39.4%	41.2%	39.0%	45.4%
Moderate (Thinking of Renovating)	n	281	127	34	43	90	54	70	44
	%	29.8%	30.8%	32.2%	29.3%	34.6%	25.7%	34.0%	23.0%
Potential Renovator	n	286	100	29	38	67	70	56	60
	%	30.3%	24.3%	26.8%	26.1%	26.0%	33.1%	27.0%	31.6%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Home renovation intentions by Amount plan to spend on all renovations

			Overall	$ plan to spend on renovations					
				Up to $500	$ 501 - 1,000	$1,001 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
	Strong (Ready to Renovate)	n	377	45	30	45	80	57	48
		%	40.0%	38.0%	43.1%	42.5%	45.7%	47.0%	42.7%
	Moderate (Thinking of Renovating)	n	281	36	23	34	51	34	33
		%	29.8%	30.5%	33.2%	32.5%	28.8%	28.1%	28.7%
	Potential Renovator	n	286	37	17	26	45	30	32
		%	30.3%	31.5%	23.7%	25.1%	25.5%	24.9%	28.6%
Total	N_____		943	118	70	105	176	121	113
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Strong (Ready to Renovate)	n	377	103	31	34	52	49	35	58
		%	40.0%	43.5%	41.6%	41.0%	36.4%	37.4%	30.4%	46.0%
	Moderate (Thinking of Renovating)	n	281	65	24	21	55	33	44	31
		%	29.8%	27.3%	31.7%	25.9%	38.4%	25.1%	38.2%	24.3%
	Potential Renovator	n	286	69	20	27	36	49	37	38
		%	30.3%	29.2%	26.6%	33.1%	25.2%	37.5%	31.5%	29.7%
Total	N		943	236	75	82	144	131	117	127
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Amount plan to spend on most important renovation

			Overall	$ plan to spend on most important renovation					
				Up to $500	$ 501 - 1,000	$1,001 - 2,500	$2,501 - 5,000	$5,001 -10,000	Over $10,000
	Strong (Ready to Renovate)	n	377	87	38	51	71	30	33
		%	40.0%	46.6%	44.0%	44.0%	41.9%	38.6%	46.9%
	Moderate (Thinking of Renovating)	n	281	52	29	36	50	26	18
		%	29.8%	28.0%	33.1%	30.9%	29.9%	33.5%	25.6%
	Potential Renovator	n	286	47	20	29	48	22	19
		%	30.3%	25.4%	22.9%	25.2%	28.2%	27.9%	27.5%
Total	N		943	186	87	117	169	78	69
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Home renovation intentions by Who will do renovations

		Overall	Who will do renovations										
			Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Someone else	Family/ Friends	Retailer/ Manufacturer	Myself & family/ friends	Miscellaneous
Strong (Ready to Renovate)	n	377	173	82	9	62	38	2	0	4	0	1	2
	%	40.0%	41.9%	38.1%	31.9%	43.3%	39.2%	43.2%	.0%	29.5%	.0%	59.9%	54.2%
Moderate (Thinking of Renovating)	n	281	123	74	8	39	22	2	1	4	2	0	1
	%	29.8%	29.9%	34.6%	28.1%	27.0%	22.1%	56.8%	100.0%	29.7%	100.0%	.0%	29.5%
Potential Renovator	n	286	116	59	11	43	38	0	0	6	0	1	1
	%	30.3%	28.2%	27.3%	40.0%	29.7%	38.7%	.0%	.0%	40.8%	.0%	40.1%	16.3%
Total N		943	412	215	27	144	98	4	1	14	2	1	3
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Current residence of respondent

			Overall	Area of residence in Calgary								
				Central	North West	North	North East	East	South East	South	West	Other/Wrong
	Paint/ Wallpaper	n	236	32	34	28	30	21	14	50	15	11
		%	25.1%	30.3%	28.7%	24.3%	24.2%	24.7%	31.5%	22.5%	24.0%	20.1%
	Kitchen	n	75	17	7	10	5	8	2	15	8	3
		%	7.9%	15.7%	6.3%	8.6%	4.3%	9.0%	3.8%	6.6%	12.7%	6.2%
	Bathroom	n	82	3	10	9	9	9	1	32	6	4
		%	8.7%	2.6%	8.2%	7.7%	7.0%	11.4%	2.3%	14.3%	9.6%	7.0%
	Carpets/ Flooring	n	144	7	15	20	24	18	7	32	9	6
		%	15.2%	6.8%	13.1%	17.2%	19.1%	21.9%	16.1%	14.7%	14.9%	11.6%
	Basem/ Attic Conv/ Addtn	n	131	12	21	13	17	8	12	23	6	14
		%	13.8%	11.6%	18.2%	11.5%	13.9%	9.2%	26.2%	10.5%	9.1%	25.9%
	Exter Const/ Repair	n	117	9	15	15	17	12	4	32	5	6
		%	12.4%	8.8%	12.5%	13.2%	13.9%	14.8%	8.0%	14.3%	8.4%	10.2%
	All Others	n	127	21	11	15	18	7	5	26	13	9
		%	13.4%	20.0%	9.7%	13.4%	14.1%	7.9%	10.8%	12.0%	20.0%	15.4%
	Don't Know/Refused	n	33	4	4	5	5	1	1	11	1	2
		%	3.5%	4.2%	3.2%	4.2%	3.7%	1.1%	1.2%	5.0%	1.3%	3.6%
Total	N		943	106	118	115	125	84	44	221	63	55
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Paint/ Wallpaper	n	236	8	34	52	50	29	21	2
		%	25.1%	40.1%	29.6%	21.6%	28.5%	26.4%	19.6%	16.8%
	Kitchen	n	75	0	9	21	17	8	6	1
		%	7.9%	.0%	7.6%	8.8%	9.6%	7.3%	5.5%	5.5%
	Bathroom	n	82	0	10	21	20	5	11	2
		%	8.7%	.0%	8.7%	8.7%	11.1%	4.9%	10.6%	10.8%
	Carpets/ Flooring	n	144	2	18	46	20	10	18	1
		%	15.2%	12.1%	15.8%	19.1%	11.2%	9.5%	17.0%	5.8%
	Basem/ Attic Conv/ Addtn	n	131	1	19	30	23	20	20	2
		%	13.8%	6.9%	16.4%	12.3%	12.8%	18.2%	18.8%	12.0%
	Exter Const/ Repair	n	117	1	14	32	27	12	14	2
		%	12.4%	5.8%	12.1%	13.2%	15.1%	10.6%	13.1%	14.9%
	All Others	n	127	5	11	33	17	17	16	3
		%	13.4%	24.7%	9.8%	13.5%	9.5%	15.5%	14.6%	22.3%
	Don't Know/Refused	n	33	2	0	7	4	8	1	2
		%	3.5%	10.3%	.0%	2.7%	2.2%	7.7%	.8%	11.8%
Total	N		943	19	114	240	177	108	108	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Household size and Children in household

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
Paint/ Wallpaper	n	236	28	73	43	91	120	116
	%	25.1%	24.5%	29.6%	25.0%	22.7%	27.1%	23.6%
Kitchen	n	75	11	17	11	33	32	40
	%	7.9%	9.9%	6.9%	6.4%	8.1%	7.1%	8.3%
Bathroom	n	82	11	14	14	43	32	50
	%	8.7%	9.9%	5.6%	8.1%	10.7%	7.2%	10.3%
Carpets/ Flooring	n	144	20	38	30	54	75	67
	%	15.2%	17.5%	15.2%	17.5%	13.5%	16.9%	13.7%
Basem/ Attic Conv/ Addtn	n	131	10	26	27	67	44	84
	%	13.8%	8.7%	10.7%	15.5%	16.6%	9.9%	17.2%
Exter Const/ Repair	n	117	17	37	19	44	64	52
	%	12.4%	14.4%	14.7%	10.8%	11.0%	14.4%	10.6%
All Others	n	127	16	35	24	51	66	59
	%	13.4%	13.9%	14.1%	13.9%	12.7%	14.8%	12.0%
Don't Know/Refused	n	33	1	8	5	19	12	21
	%	3.5%	1.1%	3.2%	2.8%	4.7%	2.6%	4.4%
Total N		943	114	248	173	401	443	490
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Most important renovation planned by Respondent age

		Overall	Age group					
			18-24	25-34	35-44	45-54	55-64	65 +
Paint/ Wallpaper	n	236	6	55	74	49	25	19
	%	25.1%	39.0%	28.0%	22.0%	25.2%	23.6%	29.5%
Kitchen	n	75	0	11	37	12	5	6
	%	7.9%	.0%	5.9%	11.1%	6.2%	4.5%	9.7%
Bathroom	n	82	2	18	26	19	9	9
	%	8.7%	12.3%	9.3%	7.7%	9.5%	8.3%	13.5%
Carpets/ Flooring	n	144	1	33	40	36	20	8
	%	15.2%	8.1%	16.8%	11.8%	18.4%	19.2%	12.6%
Basem/ Attic Conv/ Addtn	n	131	2	39	52	22	8	2
	%	13.8%	14.8%	20.2%	15.4%	11.3%	7.6%	2.8%
Exter Const/ Repair	n	117	1	12	43	24	21	11
	%	12.4%	7.6%	6.1%	12.7%	12.4%	20.0%	17.8%
All Others	n	127	2	24	48	25	16	7
	%	13.4%	14.8%	12.3%	14.3%	12.9%	14.8%	11.0%
Don't Know/Refused	n	33	1	3	17	8	2	2
	%	3.5%	3.4%	1.4%	4.9%	4.1%	1.9%	3.0%
Total N_____		943	16	195	336	196	106	63
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Current residence of respondent

			Overall	Area of residence in Calgary								
				Central	North West	North	North East	East	South East	South	West	Other/Wrong
	Up to $500	n	186	23	24	27	24	13	9	42	13	10
		%	19.8%	21.6%	20.7%	23.6%	19.3%	15.4%	20.7%	19.1%	20.9%	17.8%
	$ 501 - 1,000	n	87	10	14	9	10	12	3	19	4	5
		%	9.2%	9.2%	11.7%	7.6%	8.2%	14.8%	7.2%	8.5%	6.5%	9.0%
	$1,001 - 2,500	n	117	12	7	18	18	10	5	27	10	10
		%	12.4%	11.4%	6.2%	15.4%	14.0%	11.9%	12.2%	12.4%	15.8%	17.3%
	$2,501 - 5,000	n	169	17	20	16	24	15	10	43	12	7
		%	17.9%	15.8%	16.8%	13.9%	19.2%	18.4%	23.1%	19.3%	18.7%	13.6%
	$5,001 -10,000	n	78	11	11	6	10	8	2	14	9	6
		%	8.3%	10.7%	9.1%	5.5%	7.7%	10.0%	3.6%	6.3%	13.7%	10.7%
	Over $10,000	n	69	9	13	8	6	3	2	13	6	8
		%	7.4%	8.9%	11.2%	7.3%	5.0%	3.2%	5.3%	5.9%	9.2%	14.0%
	DK/NR	n	237	24	29	31	33	22	12	63	10	10
		%	25.1%	22.4%	24.2%	26.5%	26.6%	26.3%	27.9%	28.5%	15.2%	17.7%
Total	N_____		943	106	118	115	125	84	44	221	63	55
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Up to $500	n	186	4	27	49	38	26	15	2
		%	19.8%	22.2%	23.7%	20.5%	21.7%	23.9%	13.6%	17.2%
	$ 501 - 1,000	n	87	4	11	26	15	8	11	0
		%	9.2%	23.5%	9.9%	11.0%	8.7%	7.6%	10.3%	.0%
	$1,001 - 2,500	n	117	1	12	36	26	11	11	1
		%	12.4%	7.2%	10.3%	14.9%	14.6%	10.2%	10.3%	4.5%
	$2,501 - 5,000	n	169	0	17	45	31	23	25	2
		%	17.9%	.0%	15.0%	18.8%	17.5%	21.7%	23.5%	10.9%
	$5,001 -10,000	n	78	0	7	18	21	9	16	2
		%	8.3%	.0%	6.1%	7.5%	11.8%	8.3%	14.7%	16.6%
	Over $10,000	n	69	1	2	15	16	10	14	2
		%	7.4%	4.4%	1.8%	6.4%	9.1%	9.2%	12.8%	17.1%
	DK/NR	n	237	8	38	50	29	21	16	5
		%	25.1%	42.8%	33.1%	20.9%	16.6%	19.1%	14.7%	33.7%
Total	N		943	19	114	240	177	108	108	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Household size and Children in household

			Overall	Household size				Children in hhold	
				1	2	3	4 or more	No	Yes
	Up to $500	n	186	20	52	34	81	83	102
		%	19.8%	17.2%	20.9%	19.4%	20.1%	18.8%	20.8%
	$ 501 - 1,000	n	87	6	26	19	36	40	47
		%	9.2%	4.9%	10.4%	11.2%	9.0%	8.9%	9.7%
	$1,001 - 2,500	n	117	13	34	20	49	54	62
		%	12.4%	11.5%	13.9%	11.5%	12.1%	12.2%	12.7%
	$2,501 - 5,000	n	169	19	41	36	72	82	87
		%	17.9%	16.9%	16.4%	21.1%	18.0%	18.5%	17.8%
	$5,001 -10,000	n	78	8	15	13	43	29	47
		%	8.3%	6.6%	5.9%	7.5%	10.7%	6.6%	9.6%
	Over $10,000	n	69	13	12	8	34	29	38
		%	7.4%	11.7%	5.0%	4.8%	8.4%	6.7%	7.8%
	DK/NR	n	237	36	68	42	87	126	106
		%	25.1%	31.2%	27.5%	24.4%	21.6%	28.4%	21.7%
Total	N_____		943	114	248	173	401	443	490
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Up to $500	n	186	5	42	60	50	19	7
		%	19.8%	32.0%	21.4%	17.7%	25.4%	18.1%	11.1%
	$ 501 - 1,000	n	87	1	22	39	14	5	4
		%	9.2%	3.9%	11.3%	11.5%	6.9%	4.8%	6.8%
	$1,001 - 2,500	n	117	2	28	42	21	12	9
		%	12.4%	15.3%	14.2%	12.4%	10.5%	11.8%	13.8%
	$2,501 - 5,000	n	169	0	35	62	37	21	10
		%	17.9%	3.0%	17.7%	18.5%	19.0%	19.5%	16.5%
	$5,001 -10,000	n	78	0	16	28	21	7	4
		%	8.3%	.0%	8.3%	8.4%	10.9%	6.1%	6.5%
	Over $10,000	n	69	1	8	30	19	6	1
		%	7.4%	7.8%	4.3%	8.9%	9.9%	5.9%	1.7%
	DK/NR	n	237	6	44	76	34	36	27
		%	25.1%	37.9%	22.6%	22.7%	17.5%	33.8%	43.6%
Total	N_____		943	16	195	336	196	106	63
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Up to $500	n	186	127	6	6	5	4	22	16
		%	19.8%	53.9%	7.4%	6.8%	3.8%	3.3%	19.0%	12.7%
	$ 501 - 1,000	n	87	30	5	7	18	4	9	13
		%	9.2%	12.5%	7.3%	8.2%	12.8%	3.3%	7.8%	10.5%
	$1,001 - 2,500	n	117	15	4	16	28	10	18	25
		%	12.4%	6.4%	5.9%	19.9%	19.3%	7.8%	15.5%	19.9%
	$2,501 - 5,000	n	169	8	14	19	40	36	28	23
		%	17.9%	3.3%	19.3%	22.6%	27.9%	27.3%	24.1%	18.5%
	$5,001 -10,000	n	78	3	9	8	11	24	14	10
		%	8.3%	1.2%	11.5%	9.6%	7.5%	18.5%	11.8%	7.8%
	Over $10,000	n	69	1	17	4	7	26	3	8
		%	7.4%	.3%	22.4%	4.3%	5.2%	20.1%	2.9%	6.7%
	DK/NR	n	237	53	19	23	34	26	22	30
		%	25.1%	22.4%	26.1%	28.6%	23.5%	19.7%	18.9%	23.9%
Total	N_____		943	236	75	82	144	131	117	127
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Amount plan to spend on most important renovation by Who will do renovations

		Overall	Who will do renovations										
			Do it myself	Some contracted help	General handyman	Skilled tradesperson	General contractor	Architect/ Engineer	Someone else	Family/ Friends	Retailer/ Manufacturer	Myself & family/ friends	Miscellaneous
Up to $500	n	186	151	18	3	8	4	0	0	0	0	0	0
	%	19.8%	36.6%	8.5%	12.3%	5.8%	3.9%	.0%	.0%	.0%	.0%	.0%	.0%
$ 501 - 1,000	n	87	49	14	1	12	5	0	0	4	0	0	0
	%	9.2%	11.8%	6.5%	5.5%	8.0%	5.4%	.0%	.0%	30.3%	.0%	.0%	.0%
$1,001 - 2,500	n	117	44	26	3	29	10	0	0	2	1	1	0
	%	12.4%	10.7%	12.1%	11.1%	19.8%	10.5%	.0%	.0%	17.6%	48.6%	40.1%	.0%
$2,501 - 5,000	n	169	46	53	6	34	21	2	0	2	0	1	0
	%	17.9%	11.1%	24.7%	23.8%	23.8%	21.2%	43.2%	.0%	12.3%	.0%	59.9%	.0%
$5,001 -10,000	n	78	14	34	1	13	12	1	0	1	0	0	0
	%	8.3%	3.5%	16.1%	2.7%	8.9%	11.9%	32.1%	.0%	5.4%	.0%	.0%	.0%
Over $10,000	n	69	7	28	0	16	15	0	0	1	0	0	1
	%	7.4%	1.8%	13.0%	.0%	11.3%	15.5%	.0%	.0%	6.2%	.0%	.0%	31.0%
DK/NR	n	237	101	41	12	32	31	1	1	4	1	0	2
	%	25.1%	24.5%	19.1%	44.6%	22.4%	31.7%	24.7%	100.0%	28.2%	51.4%	.0%	69.0%
Total N		943	412	215	27	144	98	4	1	14	2	1	3
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Current residence of respondent

			Overall	Area of residence in Calgary								
				Central	North West	North	North East	East	South East	South	West	Other/Wrong
	Do it myself	n	412	34	54	53	62	37	23	97	21	29
		%	43.7%	32.6%	45.5%	45.8%	49.2%	44.3%	51.3%	44.0%	32.9%	52.9%
	Some contracted help	n	215	25	24	24	28	23	10	48	13	14
		%	22.8%	23.4%	20.2%	20.8%	22.4%	27.8%	23.4%	21.6%	20.3%	25.8%
	General handyman	n	27	3	5	4	2	2	1	6	3	1
		%	2.9%	2.8%	3.9%	3.1%	1.9%	2.9%	2.8%	2.9%	4.4%	1.3%
	Skilled tradesperson	n	144	19	17	15	19	8	5	38	17	6
		%	15.3%	17.7%	14.1%	13.0%	15.5%	9.6%	11.6%	17.0%	27.5%	10.4%
	General contractor	n	98	18	13	14	9	7	4	19	7	5
		%	10.4%	17.2%	11.0%	12.2%	7.3%	8.5%	8.0%	8.5%	10.8%	8.3%
	Architect/ Engineer	n	4	1	1	1	0	0	0	1	0	0
		%	.4%	.8%	1.0%	.5%	.0%	.0%	.0%	.4%	.0%	.0%
	Someone else	n	1	0	1	0	0	0	0	0	0	0
		%	.1%	.0%	.7%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Family/ Friends	n	14	1	2	2	3	3	1	3	0	0
		%	1.5%	.8%	1.4%	1.5%	2.5%	4.2%	1.6%	1.2%	.0%	.0%
	Retailer/ Manufacturer	n	2	1	0	0	0	0	0	1	0	0
		%	.2%	.9%	.0%	.0%	.0%	.0%	.0%	.4%	.0%	.0%
	Myself & family/ friends	n	1	0	0	0	0	0	1	1	0	0
		%	.2%	.0%	.0%	.0%	.0%	.0%	1.3%	.4%	.0%	.0%
	Miscellaneous	n	3	0	0	1	0	1	0	0	2	0
		%	.3%	.0%	.0%	.6%	.0%	.6%	.0%	.0%	3.0%	.0%
	DK/NR	n	22	4	3	3	2	2	0	8	1	1
		%	2.3%	3.7%	2.2%	2.5%	1.2%	2.1%	.0%	3.5%	1.1%	1.3%
Total	N_____		943	106	118	115	125	84	44	221	63	55
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Total household income

			Overall	Household income						
				Under $20,000	$ 20,000-40,000	$ 40,000-60,000	$ 60,000-80,000	$ 80,000-100,000	$100,000-200,000	$200,000 or more
	Do it myself	n	412	10	52	113	84	50	33	4
		%	43.7%	52.3%	46.0%	47.2%	47.4%	46.6%	30.5%	27.2%
	Some contracted help	n	215	1	16	54	55	26	35	1
		%	22.8%	5.3%	13.7%	22.5%	31.3%	24.1%	32.6%	5.8%
	General handyman	n	27	0	13	3	3	3	2	0
		%	2.9%	.0%	11.8%	1.4%	1.8%	2.5%	1.9%	.0%
	Skilled tradesperson	n	144	3	17	36	17	15	22	6
		%	15.3%	14.4%	14.6%	15.0%	9.6%	13.8%	20.0%	39.0%
	General contractor	n	98	3	11	21	14	8	13	2
		%	10.4%	14.1%	10.1%	8.8%	7.9%	7.1%	11.8%	11.9%
	Architect/ Engineer	n	4	0	0	1	0	1	1	0
		%	.4%	.0%	.0%	.5%	.0%	.5%	.9%	.0%
	Someone else	n	1	0	0	1	0	0	0	0
		%	.1%	.0%	.0%	.4%	.0%	.0%	.0%	.0%
	Family/ Friends	n	14	2	2	3	2	2	0	2
		%	1.5%	8.9%	1.4%	1.4%	.9%	1.6%	.0%	10.7%
	Retailer/ Manufacturer	n	2	0	0	0	0	0	0	0
		%	.2%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
	Myself & family/ friends	n	1	0	0	1	0	0	1	0
		%	.2%	.0%	.0%	.2%	.0%	.0%	.8%	.0%
	Miscellaneous	n	3	0	0	1	1	0	0	0
		%	.3%	.0%	.0%	.4%	.5%	.0%	.0%	.0%
	DK/NR	n	22	1	3	6	1	4	2	1
		%	2.3%	5.0%	2.4%	2.4%	.6%	3.7%	1.6%	5.5%
Total	N_____		943	19	114	240	177	108	108	14
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Household size and Children in household

		Overall	Household size				Children in hhold	
			1	2	3	4 or more	No	Yes
Do it myself	n	412	30	109	78	194	174	234
	%	43.7%	25.9%	44.0%	45.0%	48.3%	39.4%	47.8%
Some contracted help	n	215	20	53	37	103	89	123
	%	22.8%	17.3%	21.5%	21.4%	25.7%	20.1%	25.1%
General handyman	n	27	5	5	7	9	15	12
	%	2.9%	4.7%	2.0%	3.8%	2.3%	3.3%	2.4%
Skilled tradesperson	n	144	37	41	24	42	84	60
	%	15.3%	32.3%	16.6%	14.0%	10.4%	18.9%	12.3%
General contractor	n	98	18	25	21	31	56	38
	%	10.4%	16.0%	10.0%	12.4%	7.6%	12.7%	7.7%
Architect/ Engineer	n	4	1	1	0	1	2	1
	%	.4%	1.0%	.4%	.0%	.4%	.5%	.3%
Someone else	n	1	0	0	1	0	1	0
	%	.1%	.0%	.0%	.5%	.0%	.2%	.0%
Family/ Friends	n	14	2	5	1	7	8	7
	%	1.5%	1.5%	2.1%	.4%	1.7%	1.7%	1.4%
Retailer/ Manufacturer	n	2	0	0	1	1	1	1
	%	.2%	.0%	.0%	.5%	.3%	.2%	.2%
Myself & family/ friends	n	1	0	0	0	1	0	1
	%	.2%	.0%	.0%	.0%	.4%	.0%	.3%
Miscellaneous	n	3	0	2	0	1	2	1
	%	.3%	.0%	.8%	.0%	.3%	.4%	.3%
DK/NR	n	22	1	6	3	11	11	11
	%	2.3%	1.2%	2.6%	1.9%	2.7%	2.5%	2.2%
Total N		943	114	248	173	401	443	490
%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by Respondent age

			Overall	Age group					
				18-24	25-34	35-44	45-54	55-64	65 +
	Do it myself	n	412	10	101	143	91	38	14
		%	43.7%	65.5%	51.7%	42.6%	46.2%	35.8%	21.5%
	Some contracted help	n	215	2	43	95	42	21	5
		%	22.8%	15.3%	22.1%	28.3%	21.2%	19.9%	8.7%
	General handyman	n	27	0	4	11	3	5	3
		%	2.9%	.0%	2.1%	3.4%	1.3%	4.4%	5.4%
	Skilled tradesperson	n	144	2	26	42	31	21	20
		%	15.3%	12.1%	13.1%	12.4%	16.1%	19.4%	32.5%
	General contractor	n	98	0	14	27	20	15	16
		%	10.4%	.0%	7.1%	8.2%	10.4%	13.7%	25.9%
	Architect/ Engineer	n	4	0	0	2	1	0	0
		%	.4%	.0%	.0%	.7%	.6%	.0%	.0%
	Someone else	n	1	0	0	0	0	1	0
		%	.1%	.0%	.0%	.0%	.0%	.8%	.0%
	Family/ Friends	n	14	1	3	4	2	3	2
		%	1.5%	3.9%	1.3%	1.3%	1.1%	2.5%	2.9%
	Retailer/ Manufacturer	n	2	0	1	0	0	0	1
		%	.2%	.0%	.5%	.0%	.0%	.0%	1.6%
	Myself & family/ friends	n	1	0	0	1	0	0	0
		%	.2%	.0%	.0%	.4%	.0%	.0%	.0%
	Miscellaneous	n	3	1	1	0	1	1	0
		%	.3%	3.2%	.5%	.0%	.4%	.9%	.0%
	DK/NR	n	22	0	3	9	5	3	1
		%	2.3%	.0%	1.5%	2.6%	2.8%	2.7%	1.5%
Total	N_____		943	16	195	336	196	106	63
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]

Who will do renovations by All home renovations planned

		Overall	All renovations planned						
			Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basement/ Addition/ Attic conversion	External constructio n/ Repair	All other renovations
Do it myself	n	412	246	31	49	79	88	90	66
	%	43.7%	59.6%	29.3%	33.4%	30.5%	41.4%	43.7%	34.9%
Some contracted help	n	215	63	31	49	70	67	51	40
	%	22.8%	15.4%	29.3%	33.5%	26.9%	31.8%	24.9%	21.1%
General handyman	n	27	17	1	4	7	3	7	5
	%	2.9%	4.2%	.7%	2.7%	2.5%	1.4%	3.4%	2.7%
Skilled tradesperson	n	144	49	17	16	59	20	22	45
	%	15.3%	12.0%	16.2%	10.8%	22.6%	9.4%	10.8%	24.0%
General contractor	n	98	21	18	18	31	25	26	28
	%	10.4%	5.1%	16.9%	12.1%	11.9%	11.8%	12.7%	14.8%
Architect/ Engineer	n	4	1	3	1	1	0	2	0
	%	.4%	.1%	2.5%	.6%	.2%	.0%	1.0%	.0%
Someone else	n	1	0	0	0	1	0	0	0
	%	.1%	.0%	.0%	.0%	.3%	.0%	.0%	.0%
Family/ Friends	n	14	8	1	3	4	3	2	1
	%	1.5%	2.0%	.9%	2.0%	1.5%	1.2%	1.1%	.4%
Retailer/ Manufacturer	n	2	1	0	1	2	0	0	0
	%	.2%	.2%	.0%	.7%	.8%	.0%	.0%	.0%
Myself & family/ friends	n	1	1	1	0	1	0	0	0
	%	.2%	.2%	.8%	.0%	.2%	.0%	.0%	.0%
Miscellaneous	n	3	0	1	1	1	1	1	2
	%	.3%	.0%	.9%	.6%	.4%	.3%	.3%	1.1%
DK/NR	n	22	5	3	5	6	6	4	2
	%	2.3%	1.2%	2.5%	3.5%	2.2%	2.7%	2.1%	.9%

[BASE=All home renovation intenders] [Data are weighted]

Note: Multiple responses accepted

Who will do renovations by Most important renovation planned

			Overall	Most important renovation						
				Paint/ Wallpaper	Kitchen	Bathroom	Carpets/ Flooring	Basem/ Attic Conv/ Addtn	Exter Const/ Repair	All Others
	Do it myself	n	412	173	19	27	42	51	51	39
		%	43.7%	73.1%	25.3%	33.3%	29.0%	38.7%	43.4%	30.5%
	Some contracted help	n	215	20	24	23	32	47	29	29
		%	22.8%	8.6%	32.7%	28.2%	22.5%	35.9%	24.6%	22.5%
	General handyman	n	27	8	1	2	4	3	5	4
		%	2.9%	3.4%	.9%	2.8%	2.9%	2.2%	4.0%	3.2%
	Skilled tradesperson	n	144	20	14	11	41	8	10	37
		%	15.3%	8.6%	18.4%	12.9%	28.8%	6.3%	9.0%	29.0%
	General contractor	n	98	6	13	11	15	17	16	17
		%	10.4%	2.7%	17.0%	14.0%	10.3%	12.7%	13.6%	13.1%
	Architect/ Engineer	n	4	0	1	0	0	0	2	0
		%	.4%	.0%	2.0%	.0%	.0%	.0%	1.8%	.0%
	Someone else	n	1	0	0	0	1	0	0	0
		%	.1%	.0%	.0%	.0%	.6%	.0%	.0%	.0%
	Family/ Friends	n	14	5	0	3	2	3	1	1
		%	1.5%	2.1%	.0%	3.6%	1.7%	1.9%	.5%	.6%
	Retailer/ Manufacturer	n	2	0	0	0	2	0	0	0
		%	.2%	.0%	.0%	.0%	1.4%	.0%	.0%	.0%
	Myself & family/ friends	n	1	0	1	0	1	0	0	0
		%	.2%	.0%	1.2%	.0%	.4%	.0%	.0%	.0%
	Miscellaneous	n	3	0	1	1	0	0	0	1
		%	.3%	.0%	1.3%	1.1%	.0%	.0%	.0%	.4%
	DK/NR	n	22	3	1	3	3	3	4	1
		%	2.3%	1.4%	1.2%	4.1%	2.2%	2.1%	3.0%	.6%
Total	N_____		943	236	75	82	144	131	117	127
	%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

[BASE=All home renovation intenders] [Data are weighted]